



Rowland H. Macy's store trademark in the Fifties was this red rooster. He later adopted the red star.

"WHILE I LIVE, I'LL CROW!"



★ *"I've seen the*
LARGEST STORE IN THE WORLD!"



★ We sell only for cash. Resulting economies including efficiency and volume save, we estimate, six per cent. We endeavor to have the prices of our merchandise reflect this saving, subject to limitations over which we have no control.



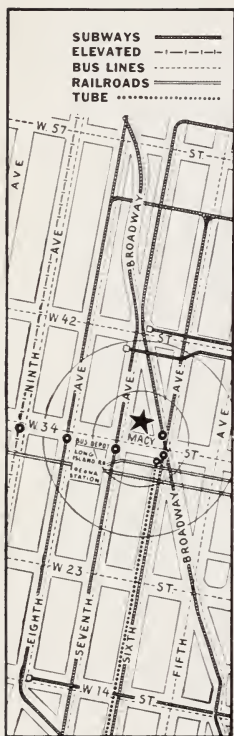
In 1876, one hundred years after the Declaration of Independence, Macy's, a struggling and ambitious store then 18 years old, gave wide distribution to colored cards like those above, to observe the Philadelphia Centennial Exposition. Time Marches On!

I'VE SEEN THE LARGEST STORE IN THE WORLD!

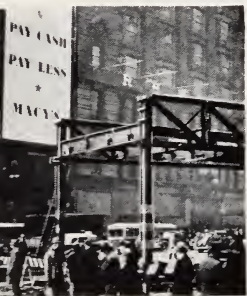
Yes . . . I've seen the New York World's Fair, and I've seen the world's largest store. I've seen it front-stage and back-stage, from the twentieth floor in the sky of New York—with the Empire State Tower, the world's tallest building, looming up a block away—clear down to the labyrinth in the rock of Manhattan, three stories underground, where the store makes its own light and heat, and where its packages start out all over the world.

All through the store I asked questions . . . not only about the goods I saw, but about "what makes the wheels go round," and how the greatest store on earth "got that way." And I've set down here some of my questions, and their answers, so that you too may take this fascinating visit to "the World's Fair of Good Merchandise."





After 61 years . . . on March 18, 1939 the Sixth Avenue elevated comes down in Herald Square.



WHERE ARE WE?

In Macy's, on the block bounded by Broadway, Seventh Avenue, 34th Street and 35th Street, Manhattan Island, New York City, U. S. A. The triangle on the Broadway front of the store is Herald Square. You recall George M. Cohan's famous song:

*"Give my regards to Broadway,
Remember me to Herald Square . . ."*

That's here. A block away is the Pennsylvania Station, beyond it the main United States Post Office. All about us are hotels and stores and office buildings and garment factories. All of them are served by a network of 4 subway lines, a dozen motor omnibus lines, three elevated railways (the old Sixth Avenue El, in service since 1878, has only just come down), by the Pennsylvania and Long Island railroads, the Hudson River ferries to and from New Jersey, the Holland and Lincoln tunnels, the Hudson Tube. The other great gateway of New York at Grand Central is only five minutes away by subway.

ISN'T THIS ONE OF THE BUSIEST AREAS IN NEW YORK?

In the world. For it's the easiest spot to reach for the largest number of people. 500,000 a day come into the 34th Street midtown zone on those lines, and countless thousands more who walk or come by car.

WHAT'S THE VALUE OF THE GOODS I SEE ABOUT ME?

Say sixteen million dollars. In one store. The



Since 1902 when Macy's migrated from Sixth Avenue and 14th Street to the corner above at 34th & Broadway, the store has spread over the whole block, towers 10 stories high at the east end, 20 at the west, draws to its 10 entrances the largest daily traffic of any store on earth.

CUSTOMER TRANSACTIONS



average museum values its own art treasures in the millions. But here in Macy's every penny's worth of goods, totalling sixteen million dollars, is at your fingertips, ready for sale for cash.

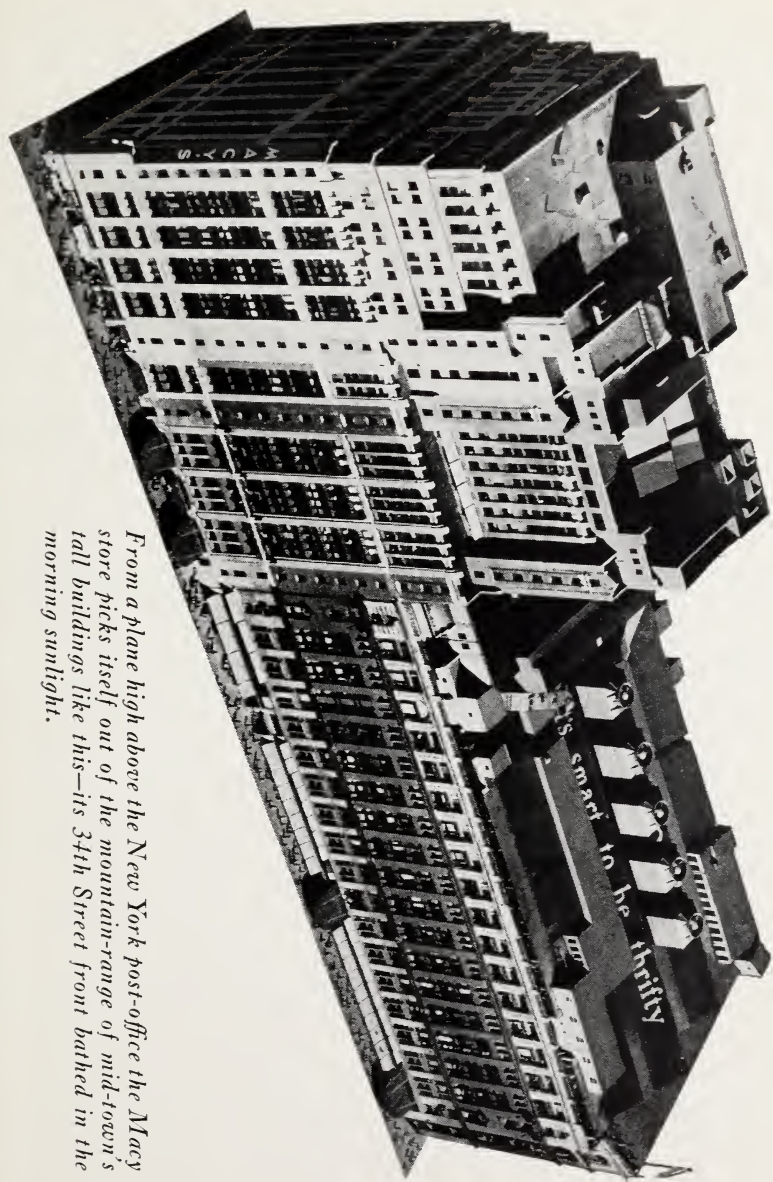
IS MACY'S THE LARGEST STORE OF ALL?

Macy's sold in 1930, when the prices were higher, some 99 million dollars' worth of goods, from ice cream sodas to Persian rugs; in the year just past, due to the decline in prices-at-retail, some 82,000,000. But in 1930 Macy's transactions totalled 33,700,000, in 1938, over 42,000,000. No other single store in the world approaches this record of growth, so far as we know. The next largest store in Greater New York is Bamberger's in Newark, with thirty millions of annual sales (it's a Macy store, by the way). Such notable stores as our friends Marshall Field in Chicago, J. L. Hudson in Detroit, and John Wanamaker in Philadelphia, Harrod's and Selfridge's in London, are large, of course, but not nearly as large as Macy.

BUT WHAT ABOUT THE ACTUAL SIZE OF THE BUILDING?

Large, by any measure. It has not always been so. In 1902, when Macy's pioneered from 14th Street and Sixth Avenue to the new northern "wilderness" in Herald Square, the first Macy building covered about a third of its present block, and 1,009,000 square feet. In 1924, an addition rose to the westward, of 491,000 square feet; and finally, in 1930, the store spread into the new 511,500 square feet

From a plane high above the New York post-office the Macy store picks itself out of the mountain-range of mid-town's tall buildings like this—its 34th Street front bathed in the morning sunlight.



of its "Seventh Avenue Building," completing a total of over 2,012,000 square feet. This may very well be the largest retail store area in America. Supporting its activities there is a "warehouse" in Long Island City, using 1,172,566 square feet for reserve stock, manufacturing, and delivery-base.



HOW MANY SELLING FLOORS ARE THERE IN THE STORE?

Ten. Nine and a basement. (See opposite.)

HOW DO MACY CUSTOMERS GET ABOUT THE STORE?

By 55 passenger elevators.

By 58 escalators.

(We make our own electricity on the spot by Diesel and steam-generator; this costs us less than buying the current.)

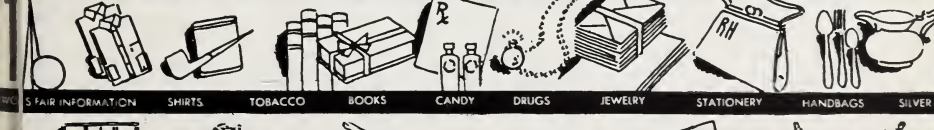
AND HOW DOES THE MERCHANDISE COME IN?

Mostly by truck to the 35th Street receiving doors, thence by freight elevators to the receiving floors, where it is unpacked, checked, marked with its retail prices, and stored in reserve, ready to move to its selling department when the buyer calls for it.

HOW MANY GOODS COME IN EACH DAY?

On an average, more than a quarter of a million dollars' worth (retail value) come into the store and the Long Island warehouse each business day of the year.





HOW MANY DEPARTMENTS SELL GOODS?

168 under one roof. Each one is a rather remarkable specialty store in its own line of goods.

HOW MUCH COUNTER-FRONT?

Imagine a single counter displaying all the goods in these 168 shops—stretched out in a single line, 9 miles long. That's Macy's.

IF MACY'S WERE ALL ON ONE FLOOR?

It would cover an area from 34th Street to 39th Street and from 7th to Madison Avenues—not counting street-areas, 45½ acres in all, or the New York midtown blocks shown bounded in white in this picture:



FROM ATTICS, BARNs, MUSEUMS and DRAWING ROOMS *Macy's collected 75 unique early-American originals; a Yankee cabinet-maker copied them faithfully in maple for Macy's "Guilford" group; here are a few of them on Macy's roof—as a pretty example of Macy's passion for "assortment" varied enough to suit "all of the people all of the time."*





WHERE DOES THIS 16 MILLION DOLLARS OF GOODS I SEE COME FROM?

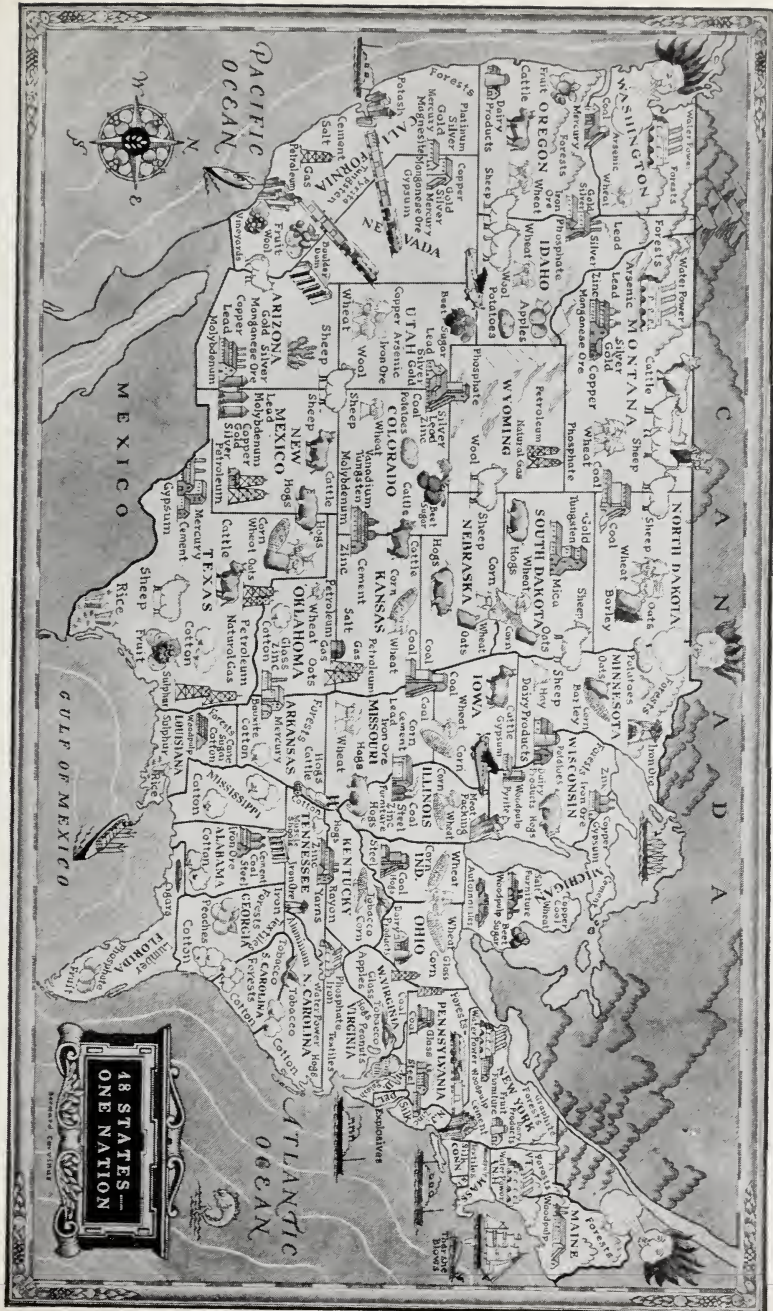
From 19,000 manufacturers and wholesalers throughout the U. S. A. and 29 foreign countries. About 95% of it from the U. S. A., about 5% of it from abroad. Macy's has its own buying offices in Paris, London, Florence, Kobe and Shanghai. Macy buyers from these offices and from New York roam the globe for "something new or better." Naturally a retail-store as large as this one usually has "first-call" on the important and spectacular offerings of the manufacturers and wholesalers everywhere, for Macy's reputation for launching new styles, new designs, new ways of better living, is international. The chart opposite shows you how Macy's sales of goods are interwoven with the lives and fortunes of people throughout America.

DID YOU EVER COUNT THE DIFFERENT THINGS YOU OFFER?

Yes, in February, 1939, we counted different *types* of goods, not including colors or sizes. The total was over 394,000.

SO EVERY DEPARTMENT SHOWS AN AVERAGE OF ABOUT 2,345 DIFFERENT TYPES OF ARTICLE?

Yes: one of the things that makes the world's largest store different is that it offers wide assortments in every department. The number varies, of course. Furniture, for instance, shows some 4,500 different pieces on a single



SHOES**SHIPS****SEALING WAX****CABBAGES****KINGS**

floor—the largest furniture business at retail in any store. Notions offer 7,700 different types of article—including 20 lengths and 18 styles of scissors, 1,250 sizes, colors, and styles of buttons, 44 kinds of safety-pin, for example. The Toy Shop shows 12,000 different toys. Everything is out where you can see it, touch it, examine its quality. That simplifies your shopping whether you're after trout flies, or dolls, or ski-wax, or matched thread. Macy's is notable, perhaps even "famous," in New York for its wide assortments. Probably nowhere else can you find under one roof so varied an array of merchandise.

DOES MACY'S MAKE ITS OWN GOODS?

Some. Where we have found that we ourselves could make a better article to offer to you for less, we have made it. To be sure, we have some 4,500 different articles under our own private brands. Some of them we make in our own factories, some we buy from other first-rate factories, and then package ourselves, some we buy from first-rate factories, made and packed to our special order. Many drugs and cosmetics we make in our own laboratories; many are made for us specially by reputable and accurate houses. All our mattresses we make ourselves. And throughout the store there are uncounted numbers of articles whose sale is exclusive with Macy's.

60 of the 125 styles of dolls in the largest and oldest toy department in the United States. Macy's 5th floor "World's Fair of Toys" has a noted junior partner—Macy's Toyland in the Children's World at the Fair. You and your children will enjoy both wonderlands. →





WHAT ARE THE BETTER-KNOWN MACY TRADEMARKS?

Here are a few you'll recognize—and stick to!
In fine groceries:

YORK HOUSE, for 215 products from England.

MARCEAU, for 85 products from Continental Europe.

RED STAR, for 41 products from U. S. A.

LILY WHITE, for 650 products from U. S. A.

In sheets, towels, blankets:

MAYFLOWER. SUPRE-MACY.

In wines and liquors:

YORK HOUSE, from English sources.

MARCEAU, from France, Belgium, Holland.

RED STAR, from U. S. A.

ETOILE ROUGE, champagne from Reims.

In socks:

IRONTEX.

In golf balls:

POWERBALL and SUPRE-MACY.

In draperies:

CHATELAINE.

In corsets:

ELLEN WILSON.

In hosiery:

CREPETEX.

In gloves:

WHITBEY.

In men's shirts: SUPRE-MACY.

In men's clothes and toilet-articles:

SACKVILLE and SAYBROOKE.

In home frocks: PAM PARKER.

—and throughout the house, wherever you see the Macy name alone, or any other Macy trademark, you can be sure that it's uncommonly "better for less," even in a house whose guiding star is to see that the customer gets what she wants at a very reasonable price.





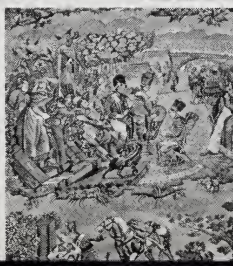
DOES MACY'S "CREATE" NEW MERCHANDISE?

Creating new articles is one of the store's most important functions — and probably is more highly developed here than anywhere else. A staff of trained "stylists" is in constant touch with sources of fashion and design: style-markets, museums, and professional designers. Another staff of actual designers within the store creates new patterns, shapes—and, working with the Bureau of Standards and the manufacturer, new constructions. When Macy's introduces a new article, every other department store "pays attention," and the Macy leadership has spread innumerable new styles and designs throughout America. Mostly these newly "created" articles are offered from day to day in their respective departments, but sometimes they are prepared especially for and introduced at a "show" within the store, like the famous "Forward House" (modern furniture), "Hobby Show," etc.

You see, we believe that good taste need not be a matter of price. We take a good deal of pride in being as sympathetic to your taste as we are to your budget. That's why, for instance, 376 of our 1,080 chintz designs are exclusive; that is why we are always restless to produce *better taste for less*, because your response has never failed to encourage us.

CAN I GET SPECIAL SHOPPING HELP?

You certainly can: a Personal Shopping department on the 4th floor is staffed by expert shoppers who know the whole store, and will





Trained personal shoppers are ready to serve you in Macy's Personal Shopping Dept. on the 4th floor.

go with you (or carry out your phone-or-letter-instructions) wherever your wants are to be found, to save you time and money on a long shopping-list. 711 Macy interpreters speak 29 languages and dialects. And the selling-departments themselves have special "roving" shoppers to help you pull an ensemble together. The smooth, swift helpfulness of the Macy Personal Shopper is a tradition all over the world—and *friendly personal attention* is the objective of every one of Macy's selling staff.

HOW MANY PEOPLE TRADE WITH MACY'S?

We honestly don't know. Perhaps you can help us guess. We know that over 200,000 people have "depositors' accounts" in the store, and we know that they buy about one-fifth of our total sales on those "D.A.'s." It's clear that our customers must be numbered in millions. It is very hard to find a New Yorker, in this small town of eight million souls, who doesn't buy something at Macy's. And we supply customers in 48 states, Hawaii, Porto Rico, Alaska and 51 foreign countries.

We also know that each day, an average total of 137,000 customers, equal to the population of Trenton, or El Paso, or Spokane, come to one spot in New York for their wants, to buy well for cash; each week our customers average a total population larger than Pittsburgh, or New Orleans, or San Francisco. One day our transactions topped 350,000; one week, 1,750,000. It's quite a responsibility to know



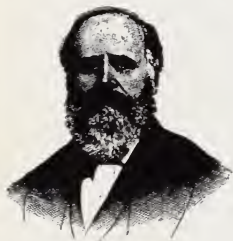
that you're trying to make life more agreeable and more comfortable for any such number of American families.

AND WHO OWNS THE STORE?

The stockholders. As this is printed there are 11,919 of them, in 45 states, Hawaii, Porto Rico, and 18 foreign countries.

WHO STARTED MACY'S?

A Yankee named Rowland H. Macy. Born in Nantucket, Massachusetts, in 1822, he sailed in a whaler from 1837-41 (see the model of the very ship *Emily Morgan*, on Macy's street floor). He came ashore and took up store-keeping in Boston, failed, moved to Haverhill (where he originated the trade-mark you see on the cover of this book) sold goods only for cash. In 1858, with a little money and a lot of courage, he moved to New York, opened a tiny cash store on 6th Avenue at 14th Street, where it steadily spread over the neighboring corner; he died in 1877; his store moved to its present site in 1902. The red star, long Macy's familiar trade-mark, is said to have been inspired by a "red" guiding star which brought him safely into harbor when he fared the sea.



R. H. Macy

DID HE INTRODUCE NEW METHODS? WHAT WERE HIS SECRETS?

No secrets, but consistencies rather. For one thing, he asked only one price, never haggled. Next, his prices were *visible* — no secret



GLAMOUR GIRLS OF 1858



In this humble store at Sixth Avenue near 14th Street, Rowland H. Macy opened for trade in 1858, and took in, as his first day's business, \$11.00 in cash. An average shopping day in Macy's nowadays sees upwards of a quarter of a million dollars paid by smart and thrifty New York customers for goods priced low for cash. But the sale of Mantillas is negligible in the 20th century.

FIRST OVERDOOR

*of the Macy store,
now preserved as a
relic in the world's
largest store.*



POINEER was Margaret Getchell, first Macy woman executive. She paved way for women in retail business, a business in which 80% of its customers are women.

"codes." Next, he bought and sold for cash only, which made friends, for most people don't like to owe. Next, he didn't try to ask too high a profit, preferring to sell many goods cheap than few goods dear. Next, he quoted "odd" prices, like 9 cents, 14, 19, 34, \$2.49, \$3.74, and so on. Next, he was a bright, forthright, steady advertiser, a neat, "ship-shape" storekeeper, and evidently a very agreeable human being, as popular with his customers as he was with his own people.

Macy's is generally said by the reliable historians to be the first of the world's department stores—for Rowland Macy was the first to expand a little "dry goods" store into many other "lines" of goods.

THEN THE "MACY CASH METHOD" IS NOW 81 YEARS OLD?

The principle that *business done for cash is cheaper for buyer and seller* is older than that, but its application in Macy's is now 81 years old, and going strong. The first thing a new-comer in the store, customer or employee, learns, is that Macy's *sells only for cash*—and that is the thing no Macy customer or Macy employee ever forgets.

WHAT IS MACY'S NEW "CASH-TIME" SERVICE?

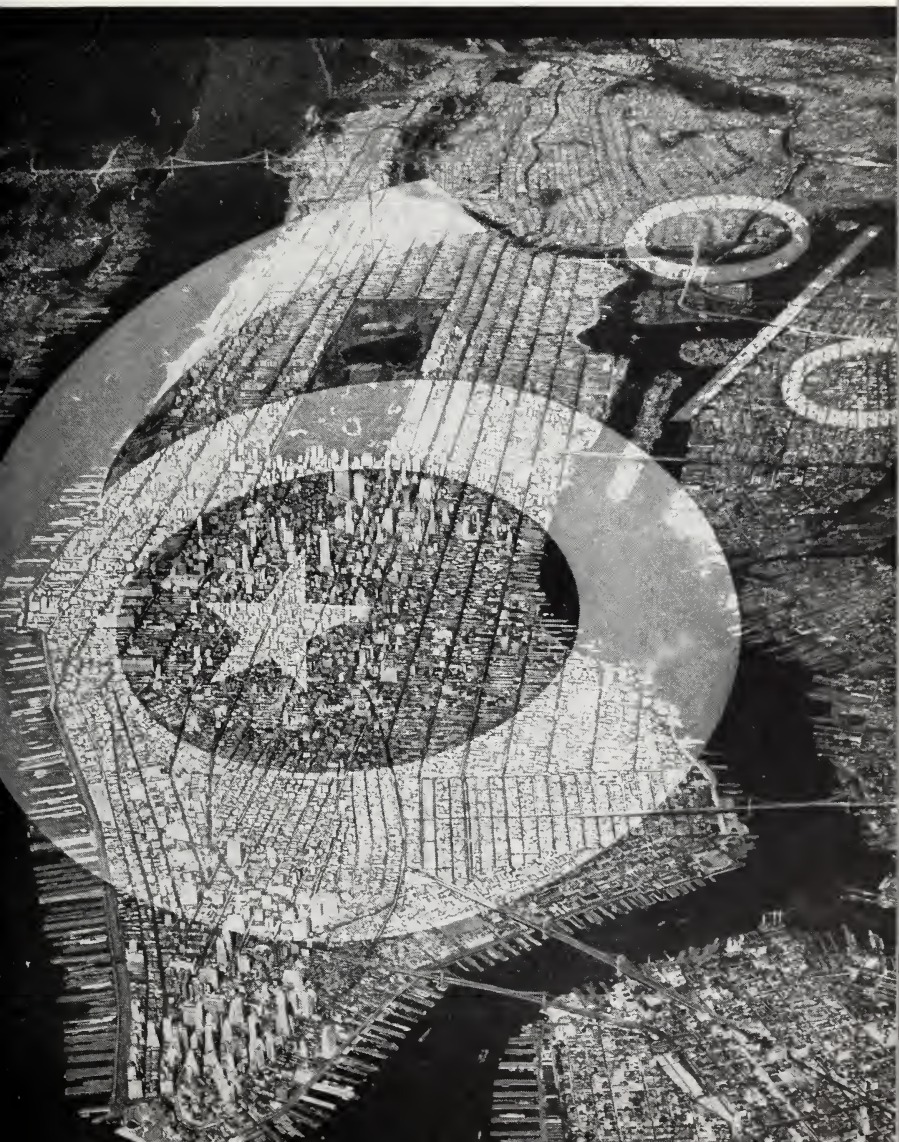
On October 9, 1939, Macy's inaugurated and advertised widely its "Cash-Time" service. This service accommodates customers who wish to buy at low cash prices but who haven't the ready cash available. By paying a service charge of 6c on each credit unit of 94c, they can now pay for their purchases in installments varying in length of time from 5 months to 24 months, depending on the character of merchandise. Purchases under \$23 may be made by using "Cash-Time" Purchase Books containing coupons acceptable in Macy's in payment for all merchandise except wines and liquors.

The "Cash-Time" service was adopted by Macy's after several years of searching for a convenient payment plan which would logically supplement its cash policy. Macy cash prices remain cash prices; the customer who wishes credit pays for this credit service.

Widespread popular acceptance and steadily increasing patronage followed the introduction of the "Cash-Time" service.



25,000 FEET UP: *Manhattan looks like this with Macy's Red Star at its heart and the benevolent light of Macy's famed "Less for Cash" policy shining on the world's richest retail market.*



WHY THIS RIGID POLICY?

Because Macy's believes that most people want to trade where they can pay-Cash-pay-Less. As Macy's says each day in every Macy advertisement:

★ *We sell only for cash. Resulting economies including efficiency and volume save, we estimate, six per cent. We endeavor to have the prices of our merchandise reflect this saving, subject to limitations over which we have no control.*

WHAT ARE THE "CIRCUMSTANCES BEYOND OUR CONTROL"?

Such few things as price-fixed patent medicines, liquors, patterns, cosmetics, books and patent-gadgets—all of them total scarcely 1 per cent of the 394,000 articles in the store. These articles Macy's of course offers for those who want them, at the price fixed by law; but in many, many instances, Macy's offers Macy-brand goods equal or better in quality for considerably less.

COMPARING VALUES
in Macy's Comparison office—a process performed for you 4,000 times a day!

HOW DOES MACY'S KNOW WHAT IS PRICED "SIX PER CENT LESS"?

(1) Macy's has a staff of 100 trained "comparison shoppers." Each day they make over 4,000 (yes, four thousand) shoppings of goods round town, comparing prices, reporting them, buying goods for quality-comparison with goods in Macy's.

(2) Macy's *selling staff* also watch and compare prices constantly.

(3) Macy's *customers* also watch and compare prices. So three different "corps" of price-comparers are always at work making





CASH makes change in Macy's famed "tube room" where nimble fingered cashiers handle Macy's cash sales . . . over 137,000 transactions each business day.



"IT'S TWINS" is no problem to Smart New York parents for Macy's gives additional layettes to folks who purchase in its famed Infants Department. One couple found a real Macy saving when the world's largest store gave them two extra layettes. . . . Yes, it was triplets . . . all boys.

sure that Macy's prices are *at least 6% less* than the lowest price asked by any New York store which does not sell exclusively for cash.

Long experience makes the first price marked on any article in Macy's pretty certain to be at least 6% less than charge-store competition—so the 4,000 shoppings each day are really a check to make sure the method is properly working *to save money for the customer*. And over a long study of millions of comparison shoppings we learn that Macy's first marked price is "Macy-right" in 95 cases out of every 100—and of course we promptly mark-down the other 5 cases to conform. (Be sure to watch the pay-Cash-pay-Less Macy window showing each day typical Macy goods freshly marked down to conform to the Macy policy.)

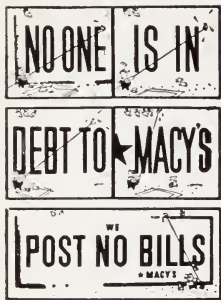
WOULD YOU SAY THAT THE "SIX PER CENT LESS" METHOD IS INFALLIBLE?

As nearly as human ingenuity, persistence and idealism can make it. Probably its best evidence is that the largest body of shrewd consumers in any city in America (and that city highly competitive, with many fine stores) pays constant loyal tribute to this store's cash methods by *increasing purchase*. In other words, "the proof of the pudding is in the eating."

Of course, a 6% saving to the customer is by no means the Macy maximum. For in uncounted instances throughout the store, Macy's offers merchandise at far greater sav-



GLAMOUR GIRLS and movie stars; dowagers and debs—in short Mr., Mrs. and Miss America, patronize Macy's famed Little Shops, where high style joins hands with low prices.



*A famous Macy
cash advertisement*

ings than 6%—articles we have “created” to give thoroughly satisfactory quality and service at a price much *more* than 6% below the figure generally asked for such quality.

BUT YOU HAVE NO CHARGE ACCOUNTS?

None. We have over 200,000 Depositors' Account customers.

WHO AND WHAT ARE THESE "D.A.'s"?

Over 200,000 individuals all over the globe, of all ages, from the very rich to the not-at-all rich, who deposit in a private bank in Macy's from time to time such sums as they think they may want to spend for their needs. This money stands there in the name of each customer, ready to draw out exactly as from any other bank; under certain conditions it earns interest, just like a savings deposit. This bank is under the laws and examination of the State of New York. When a D.A. customer wants to shop in the store, she simply shows the salesclerk her D.A. Card, with her personal number on it—and the purchase is paid for by the money on deposit in that D.A. (This saves her carrying cash, helps her save for large purchases, prevents her buying something she can't pay for, helps her keep her budget in shape.)

WHERE IS THE "D.A." BANK?

In Macy's, on the fourth floor. But accounts may also be opened by mail or at any superintendent's desk on any selling floor.



LEFT—Each month the Macy D.A. customer receives this ten-page rotogravure newspaper announcing the store's fresh offerings and store news.

1000

[illegible]

*** A WORLD'S FAIR COMES TO THE WORLD'S LARGEST STORE**

[illegible]

**COME SEE MACY'S
FASCINATING TOYLAND
AT THE WORLD'S FAIR**



★ It is well and far and best. Existing conditions, including efficiency and volume, are in a relatively poor state. It is dangerous to have the price of gas more than 10% above the current subject to fluctuations when it is so high as it is.

CENTER—Your “D.A. Card” looks like this—instead of carrying cash you simply show it to the clerk—“the easiest way to shop for cash and save.”

BOTTOM—A view of R. H. Macy & Co.'s private banking rooms—at your service on Macy's 4th.

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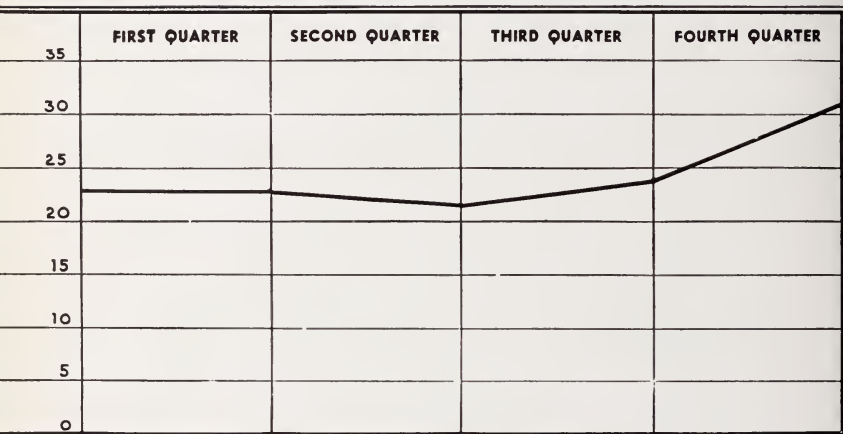
000
ALWAYS give this
number in **ALL** your
transactions.

R.H. Macy & Co
PRIVATE BANKERS
Tel. Lachawanna 4-6000



HOW MANY PEOPLE WORK IN MACY'S?

From about 11,537 to more than 20,700, depending on the time of year. 40% are male, 60% are female, of all ages and denominations. Store sales follow seasons like this:



—and the more sales the more people are needed.

WHAT IS A "MACY DAY"?

The store is open to the public from 9:30 a.m. to 5:30 p.m. every week-day except Thursday, when, for the convenience of New York office workers, it is open until 9 p.m. The Macy staff is "on duty" at least 15 minutes before the morning opening, "off duty" soon after closing—except for the night watch, housekeeping and display staffs. Hours of work are "staggered" of course, so that no one shall work too long at one time.

R.H. MACY & CO. INC.
EMPLOYMENT DEPT.



It's Modern

**A FEW PHYSICAL GLIMPSES
IN A GREAT
MODERN STORE**



▲ Old World charm in the Corner Shop, headquarters for the rare and beautiful in distinctive objets d'art.



Guilford House, a notable contribution to traditional Americana in the World's Largest Store. ➔



◀ Macy's famous China and Glassware—the largest assortment in the world at typical low-for-cash prices.



to Be Thrifty



▲ Elementals for the closet, sentimentals for the boudoir. All things dear to frivolous feminine hearts.



← Forward House, a modern phase of Macy's homefurnishing. Gracious living in an atmosphere of quiet charm.

◀ Macy's own prescription department, a welcome innovation for the busy shopper and a guarantee of purity.

Accessories complete a costume and in Macy's smart Little Shops the accessory group is a distinctive complement to style. ➤



◀ Macy's Sports Centre in its new and larger quarters is a rendezvous for both amateur and professional sportsmen.

▲ Here it takes two minutes to be shown any type of bedspread . . . from candlewick to tufted satin.

SALESPERK'S NAME AND NUMBER:	
Rating Rate the Rater! Please make ratings graphic, concise and legible. Do not you are in any doubt. Be sure that ratings represent a covered and are not based on isolated incidents.	
Description of Selling Technique	Good. Sells better merchandise. Should sell additional items.
Speed	Very fast in selling and stock work.
Appearance	Well-groomed and business like.
Job Attitude	Coop. with co-workers & on stock. Interested in department.
Accuracy	Poor. Too many M.C. and Tube Room errors.
Social Factors and Non-Selling Responsibilities Influencing Job	Recent loss in the family has upset her, but she still soon be adjusted.

Four out of every 10 Macy people come from states other than New York—probably the most cosmopolitan staff in any store. The store's "good-will representatives" and their home states form the Red Star pattern opposite.

Every six months this personnel review sheet is checked and brought up to date, assuring recognition to alert, get-ahead Macyites.

WHERE DOES MACY'S STAFF COME FROM?

They come from 48 states, and a scattering from foreign countries. Some 58.7% are New Yorkers.

WHAT IS THE AVERAGE AGE IN MACY'S?

About 30½ years.

ARE THEY COLLEGE PEOPLE?

About 7% of the staff are college people. Many come direct from graduation, after selection by Macy's interviewers who visit the colleges each spring. Some come from the teaching or technical staffs. Some at work in the store are still taking college courses.





ALABAMA

ARIZONA

ARKANSAS

CALIFORNIA

COLORADO

CONNECTICUT

DELAWARE

FLORIDA

GEORGIA

IDAHO

ILLINOIS

INDIANA

IOWA

KANSAS

KENTUCKY

LOUISIANA

MAINE

MARYLAND

MASSACHUSETTS

MICHIGAN

MINNESOTA

MISSOURI

MISSISSIPPI

MONTANA

NEBRASKA

NEVADA

NEW HAMPSHIRE

NEW JERSEY

NEW MEXICO

NEW YORK

NORTH CAROLINA

NORTH DAKOTA

OHIO

OKLAHOMA

OREGON

PENNSYLVANIA

RHODE ISLAND

SOUTH CAROLINA

SOUTH DAKOTA

TENNESSEE

TEXAS

UTAH

VERMONT

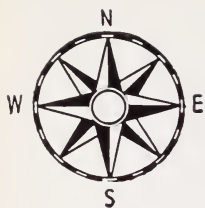
VIRGINIA

WASHINGTON

W. VIRGINIA

WISCONSIN

WYOMING



WHERE DO THE REST COME FROM?

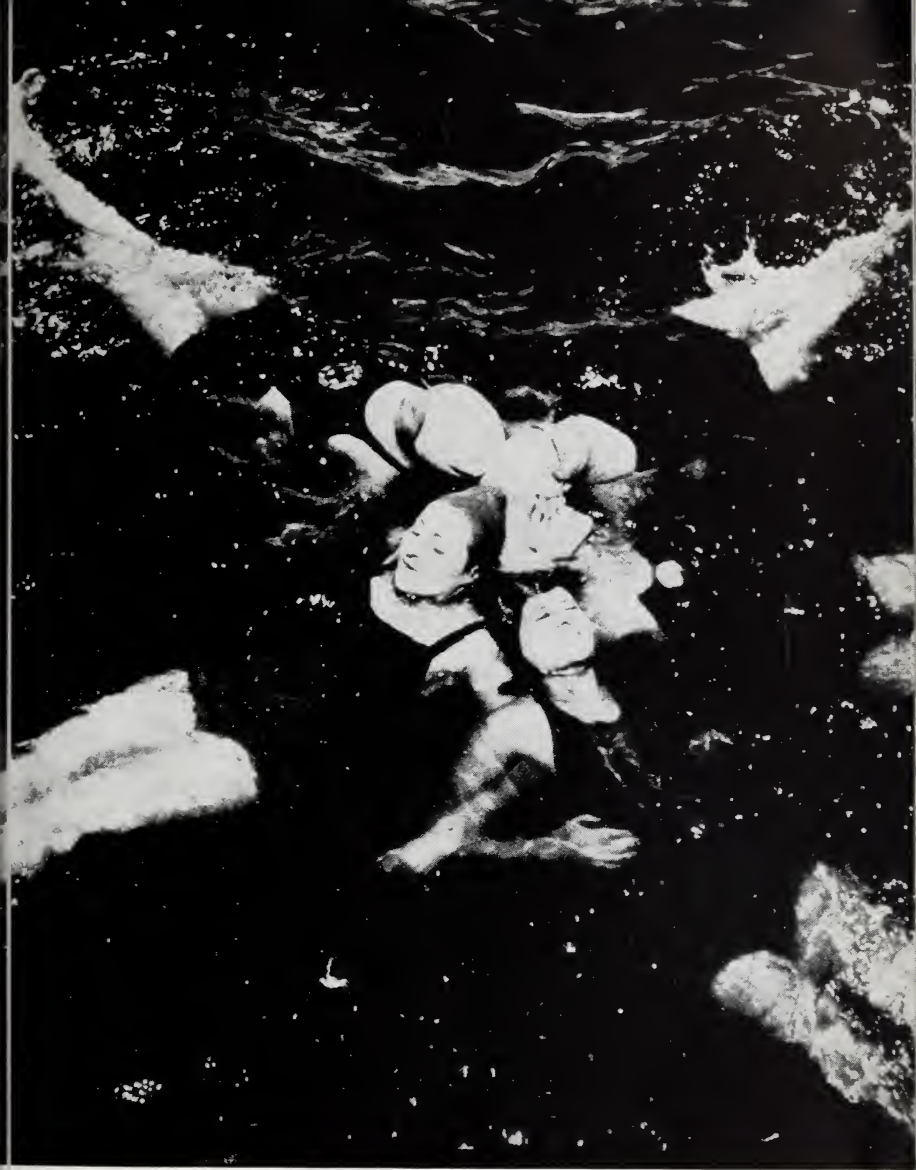
"Everywhere." From schools. From other stores. From the professions and arts. From other industries. Here's a short list of the previous occupations of a few Macy people:

Banking	Government
Brokerage	Manufacturing
Insurance	Advertising
Playwriting	Construction
Acting	Dancing
Publishing	Painting
Reporting	Librarian
Accounting	Canvassing
Singing	Dentistry
Railroading	Law
Exploring	Farming
Nursing	Research

DO MACY PEOPLE "EVER GET A VACATION"?

And how! The vacation schedule, on full pay, is based on length of service in the company, ranges from 3 days for those who have been here more than 6 months to 4 weeks for those whose service exceeds 25 years. Summer vacation-days-with-pay in 1938 totalled 95,586. Macy's has been a pioneer in winter vacations, too. In the winter-season of 1937-1938, Macy people took 18,124 days of winter vacation on full pay — not including 11 week-cruises to Bermuda awarded as prizes in a store-contest.





RED STARFISH: *Macyites use Macy's four-season Camp Isida for play headquarters. In New York State's beautiful Shawangunk Mountains it's a happy spot for holidays.*

HOW IS THEIR PROGRESS WATCHED?

Every six months every individual's record is reviewed to see that everyone deserving of advancement gets it.

HOW ARE MACY PEOPLE TRAINED?

Training starts with a newcomer's entrance to the store, never stops. New salespeople go to a regular training school on the 16th floor, where they are taught the cash policy and simple selling systems of the store. Then advanced classes attend specialized lectures on the goods they're selling. The object of this is to make them better equipped to serve customers, and thus to improve their own proficiency and position. The general staff also conducts a series of lectures by executives throughout the winter season for 400 staff-members on "how Macy's works." And some 75 candidates are chosen each year for an executive-training course of intensive lectures and examinations.

Both rank and file receive their best training, of course, from observant contact every hour of the day in the unending task of taking care of the wants of 137,000 consumers.

WHERE DOES THIS ARMY OF MACY PEOPLE EAT?

Cafeterias especially for employees serve 1,868,000 meals a year at cost-prices. Many Macy people eat in the sixth floor public restaurant, at the store's fountains and tea-room.



SHE GETS THE JOB...



STEP 1 . . . Morning at Macy's employment office where thousands seek Macy jobs. . .



STEP 2 . . . First interview passes this intelligent girl on to placement interviewers. . .



STEP 3 . . . Against split second timing she takes arithmetic, straight-thinking, and other aptitude tests qualifying her for particular job.



STEP 4 . . . Manual dexterity: cash transactions call for nimble, accurate fingers.



STEP 5 . . . This future Macyite passes stiff medical exam with flying colors, goes to. .



STEP 6 . . . Training classes where brief, intensive courses in practical selling give her the knowledge and experience to sell in Macy's, and it's more than. . . .



STEP 7 . . . 394,000 items to nearly 137,000 Macy customers daily.

WHAT ARE SOME OF THE UNUSUAL JOBS IN MACY'S?

Mural painter

Furniture analyst

Gatherer of chewing gum

Tunneler (who dives into package-tubes to clear jams)

Engraver

Pharmacist

IS THERE DIVERSION FOR MACY EMPLOYEES?

Plenty. Macy's has a well-stocked free library for its staff. It edits and prints for the staff a monthly-magazine, "Sparks." It has a dramatic coach for a volunteer amateur group which gives plays in Macy's own Little Theatre. It provides for dancing classes. Hardly a week goes by that doesn't see some social activity of a Macy floor, a group, a department, in the club-rooms provided for the free use of the Macy people. And many outside authorities come to lecture to large groups and small throughout the year on selling, on design, on trade practices, on all phases of department store technique and philosophy.

OLD TIMER is beloved Joe Schoenfeld (left) seen here at his fiftieth Macy anniversary luncheon. Long time Macyite and president, Percy S. Straus stands beside him.



WHERE DO MACY PEOPLE "GO"?

Most don't. There are 6 members of the 50-Year Club, who recall the Captain, and who have been in Macy's 50 years; 314 members of the 25-Year Club; 637 who have been in the store 10 years, 709 with 5 years or more. But those who "graduate" go in every direction, seasoned by their Macy experience. Some



MACY'S BEACH is the 20th floor sun deck where employees soak in the sun, view magic Manhattan during rest hours.



CAMP ISIDA
*viewed from the
 lake where Macy-
 ites swim, boat, ice
 skate on vacation.*

retire (young as well as old). Some are called to other stores: there are probably more Macy-trained alumni throughout American retailing than from any other store. At present, for instance, there are executives in 12 leading New York stores who came from Macy's; heads of other American and foreign stores served "apprenticeships" here: sons of others are now here training.

ARE ALL THESE PEOPLE IN THE STORE?

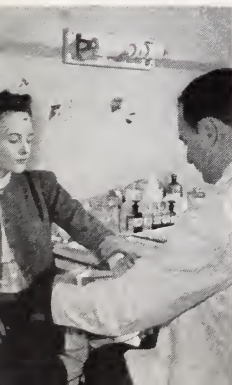
Of the basic staff, 10,522 are in the store; 2,228 in (or based on) the Long Island City Warehouse, the delivery depots, and the foreign offices in Paris and London.

WHAT ABOUT CONVALESCENCE?

Macy's maintains, in the Shawangunk Mountains in New York State, a pleasant retreat called "Camp Isida," where Macy people may take their holiday happily and thriftily, and where they may convalesce. Some 750 Macy people go there each year, of whom about 21% are convalescent, and 79% are actively healthy.

YOU SAY THAT THE EMPLOYEES HAVE THEIR OWN "HOSPITAL"?

Yes. On the 19th floor. 14 doctors, 18 nurses, 4 dentists, and 3 oral hygienists staff it. The purpose of the "hospital" is to *keep people well*. If treatment is recommended, the employee is referred to his own family physician. Of course the hospital takes care of all employee and customer-emergencies which may occur in the store. (There's a legend that a baby was born





ABOVE: is Macy's Long Island City warehouse for reserve stock, manufacturing and base of delivery fleet.

BELOW: a room in the "hospital" for Macyites, supported by members of the Macy Mutual Aid Association.



there, but we can't verify it.) The hospital collaborates closely with other full-fledged public and private hospitals and health agencies throughout the vast medical system of the city.

DOES MACY'S HAVE GROUP-INSURANCE?

Yes. In 1938, 5,304 Macy people participated in group life insurance, paying premiums averaging \$5.76 per \$1,000, on amounts up to \$10,000—one of the lowest premiums known. Policies honored in 1938 by the deaths of 23 Macy policy-holders paid out \$32,000 to their heirs.



HOW DOES MACY'S IMPROVE AND CONTROL THE QUALITY OF MERCHANDISE?

Anyone can sell goods to us at least once. But Macy's believes in the customer who always comes back for more. So since the turn of the century this store has been a pioneer in the improvement and control of *quality* of merchandise. In 1927 the store installed a professional laboratory staff, with trained chemists and physicists, and up-to-date apparatus, to test merchandise bought or offered to make sure that it would give satisfactory service. This is called Macy's "Bureau of Standards." No goods rejected by the Bureau may be put on sale.

ARE MACY ADVERTISEMENTS ACCURATE?

Macy's Bureau of Standards is the arbitrary and final censor of all statements of contents or performance of goods made in Macy advertising or labelling.





WHAT DOES THE BUREAU OF STANDARDS TEST?

All types of merchandise carried in the store of which there may be a qualitative or service question raised. Since its foundation the Bureau has made over 4,000,000 scientific examinations of articles. It has also provided washing and cleaning instructions for all types of fabric, has graded materials according to their promise of probable service, has worked with hundreds of manufacturers and trade-institutes to evolve better processes and products, works constantly with the official agencies of standardization of merchandise to improve the standards of manufactured goods, and is in close collaboration with health bureaus and laboratories of the medical profession and educational institutions whose research problems concern the public welfare.

WHERE DOES THE BUREAU OF STANDARDS GET ITS TESTING-APPARATUS?

Buys the best of classic equipment, but for special wear-tests, devises its own apparatus. For instance:

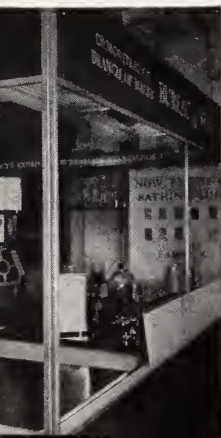
A bicycle-tester, called "The Rocky Road to Dublin." (*See opposite page.*)

A guillotine to cut golf balls faster than a player. (*See previous page.*)

A plate-smasher for testing china.

A moth-dormitory and lying-in hospital.

A shoe-walker, to "walk" a shoe hundreds of miles in a short time.







WHERE DOES THE WORK OF THE BUREAU OF STANDARDS HELP THE MACY CUSTOMER?

In its assurance of *sound performance in goods bought.*

In its work with manufacturers to *improve goods.*

In its work with government agencies to insure *practical compliance with regulations.*

In the fact that it is the first and largest bureau so organized and maintained in any store in America for the joint protection of customer and store alike.

HOW DOES THE BUREAU OF STANDARDS GIVE OUT ITS SCIENTIFIC INFORMATION?

1. By testing and approving goods offered at Macy counters and by explicit and accurate labelling of goods which may require scientific description.
2. By guiding buyers in their purchases, by testing goods offered.
3. By a regular daily radio program, called "The Consumer Quiz Club of the Air," in which each day questions about merchandise are asked of actual consumers, then correctly answered by the Bureau of Standards: this program, which offers nothing for sale, is a vital part of Macy's extension service to the consuming public, and is endorsed by consumer leaders.
4. By answering all specific inquiries from customers concerning the technical qualities of goods.
5. By editing training information.



ABOVE: *Will It Stand Up?* Macy's merchandise must get Macy's Bureau of Standards' okay. Rejected goods cannot be sold.

BELOW: *On the Air:* Macy's Consumer Quiz Club. Millions of consumers hear the Bureau of Standards' factual program.



6. By public addresses before women's clubs, government hearings, and all other groups who may be interested.
7. By conference with other responsible scientific agencies.

On New Year's Day of 1859 Rowland H. Macy printed the advertisement (right) in the New York newspapers. The note of optimism he struck in this advertisement of 80 years ago has sounded often for Macy down the years of its growth—but has never been more accurately struck.

HAPPY NEW YEAR—"I HAVE FOUND IT,"

"WHERE? CALIFORNIA!" "NO."

"FRASER RIVER?" "NO! NO!"

"WHERE, THEN?" "AT MACY'S!"

R. H.
MACY'S.
at
R. H.
MACY'S,
204 & 206
Sixth
Avenue

WOOLEN GOODS

all marked down at MACY'S.
Children made very happy at MACY'S,
with hoods for 18 cents, worth 50
cents—the former price.

CHILDREN'S LINEN HEMSTITCH
HANDKERCHIEFS for 1c., at MACY'S;
worth 2c.

Children made very happy at MACY'S.
Infants' waists at 4s. a 5s., at MACY'S;
worth \$1 and \$2.

Infants' robes at MACY'S from \$3 to \$20; very
rich; bought at auction very cheap. Infants made
very happy at MACY'S.

Boys' socks and mittens very cheap at MACY'S.
Boys made very happy at MACY'S.

Misses' collars, very fine, beautiful work, 5s., at
MACY'S, well worth \$1. Girls made very happy at
MACY'S.

Gents' white kids \$1, first quality, worth \$1.50.
Gents made very happy at MACY'S.

Gents' colored bordered linen handkerchiefs
from \$3 to \$6 per dozen at MACY'S, and very
cheap they are. Gentlemen made very happy at
MACY'S.

Gents' cravats, collars, suspenders, drawers, un-
dershirts, &c., at MACY'S, much under price.

Gents, go to MACY'S and be happy.

Ladies' best kid gloves, 6s.; worth \$1.

Real lace sets from \$8 to \$10.

Very pretty lace sets from \$2 to \$4.

Real lace collars from \$2 to \$4.

Very pretty lace collars from \$1 to \$2.50.

Ladies will be very happy at MACY'S.

All the desirable styles of ribbons, embroidered
collars, trimmings, &c., at MACY'S.

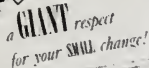
Ladies made happy at MACY'S.

Trade is good at MACY'S, and they are as happy
as clams at high water at MACY'S. Go, all hands,
go in together, and be happy at

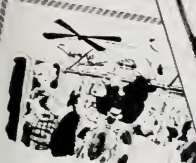
MACY'S,
204 and 206 Sixth avenue.

WHO DOES MACY ADVERTISING?

An advertising department of some 81 Macy people prepares the language and pictures for advertising to fill the day to day requests of

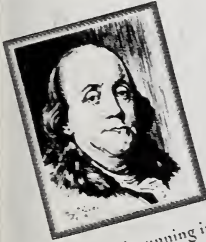


MACY'S...



"PATIENCE, SIR - YOU'LL FIND A SEAT
WHEN EVERYONE GETS OFF AT BLACKTOWN."

NO ONE IS IN DEBT TO
★MACY'S



"The first vice is running in debt"

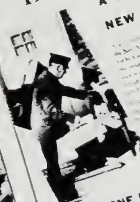
No one is in debt to Mary.

MACY'S



OUR HONORARY
Board of Directors

Christmas
Bills DON'T MAKE
A HAPPY
NEW YEAR



NO ONE IS IN DEBT TO
MACY'S

THE PEOPLE'S CHOICE

CASH ONLY!



the more the Macy-es

PAID FOR



From no
this family
FOR CASH ON



IS IN DEBT TO
MACY'S

l of C

ACY'S

★ HARPING

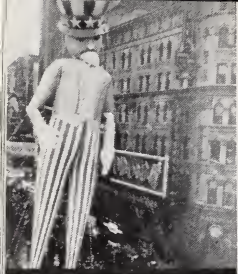
ON OUR
FAVORITE
INSTRUMENT

Fig. 1. Sample composition in test and 1 month operation. It includes 100% of

[illegible]

NO ONE IS IN DEBT TO

MACY'S

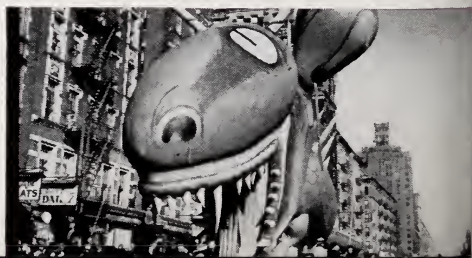


the merchandise department managers; a staff of 55 decorates the 36 show windows and keeps the thousands of regular display points throughout the store properly decorated; a sign shop in the store makes 9,000 price-cards and descriptive cards a week; a poster-shop in the store makes posters for some 150 poster-frames throughout the store.



WHAT IS THE "MACY PARADE"?

A famous procession held annually in New York on Thanksgiving afternoon, made up of fairy-story floats, marchers in gay, appropriate costume, and mammoth rubber-balloons filled with non-inflammable helium, to escort Santa Claus to New York for the oncoming Christmas season. Starting at 110th Street and Amsterdam Avenue, the mile-long parade of fantastic jollity and music marches down Broadway to the Macy store, where Santa Claus formally dismounts from his reindeer sleigh, and bids the populace a Merry Christmas—and a crowd of 50,000 sing "Come All Ye Faithful" and "The Star Spangled Banner." Witnessed annually by more than a million children of all ages from 8 months to over 80 years, the Macy Parade has outgrown its humble origins in 1924 to become the greatest single regular festival-pageant held for children anywhere in the world.





WHAT ARE SOME OF MACY'S BEST-KNOWN ADVERTISING PHRASES?

These are the so-called "slogans" which have become part of the New York language. "It's Smart to be Thrifty" has actually found its way around the world—for we've had press clippings from such far away spots as Alexandria, Egypt and Canton, China.

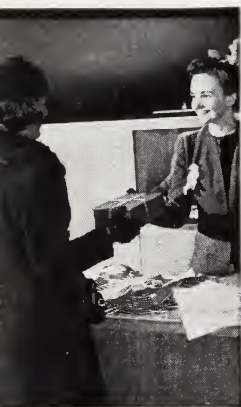
"It's smart to be thrifty."

"We post no bills."

"Pay-Cash-pay-Less."

"No one is in debt to Macy's."

"Macy's, Gift Center, U. S. A."



WHEN I BUY SOMETHING HOW DO I GET IT?

If you want to take it with you, the clerk hands it to a wrapper, who wraps it up, hands it to the clerk, who hands it to you with your receipt. (Every time you carry a purchase, you help save the cost of all purchases.)

WHAT IF I WANT IT SENT?

You've told the clerk so, of course; you've given her the sending address. If it's a small package, it's wrapped just as if you took it, and then she slips the package into a chute. That chute—which is really a tube—takes it by gravity down through the walls of the store; it slides and swirls smoothly and swiftly downward until it comes out in the sub-basement onto a platform, where a sorter picks it up and glances at the address pasted on it, and puts it in one of several bins, each marked for a delivery depot, or for mail or express. Every so often the bins are emptied and the pack-

Down through 118 miles of "veins and arteries" within the walls of Macy's store, travel each day an average of 44,000 packages to this central sorting point.



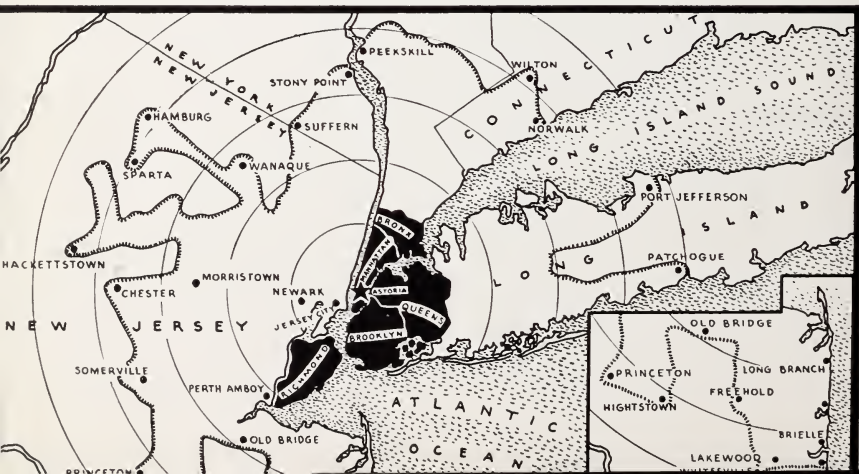


ages—including yours—are moved into trucks backed up nearby underground. Each truck moves out on time to its Macy depot—in Yonkers, Hackensack, Brooklyn. There the load of each truck from the store is sorted and loaded by routes—and your individual “Red Star Wagon” brings the package to your house. Of course if you live in Manhattan it goes direct from the store to you.

DOES MACY'S HAVE ITS OWN DELIVERY?

Yes. Alone of large New York stores it runs its own fleet of red electric and gasoline trucks, covering each day a free-delivery average of 62,700 packages over 13,000 miles, or in a year the total of seven-and-one-half trips to the moon, over a “starfish” pattern of the Metropolitan area roughly 50 miles in diameter. Bulky things, like furniture, mattresses, heavy toys and electric refrigerators come to you from the Long Island warehouse. In summer the free-delivery area expands to reach the end of Long Island, 100 miles away, and runs far down the Jersey coast.

**MACY'S FREE
DELIVERY
AREA** (below)
and (opposite)
**THE MACY
FLEET**





WHAT DOES THIS FLOW OF GOODS MEAN TO INDUSTRY?

Draw your own conclusions from a few facts: Macy's buys from 19,000 manufacturers and wholesalers. In the special buying offices on the 15th floor (shown below) Macy (and affiliated stores') buyers interview salesmen, inspect new merchandise 133,000 times a year; buyers also visit sample rooms and factories all over the United States and Europe; salesmen visit buyers' own offices 25,000 times a year; this fabulous total of "buying hours" for new things for you keeps new orders flowing out for goods, keeps wheels turning, in a number of plants greater than 10% of all American manufacturers listed by the Department of Commerce. . . . Regular appointment days are set aside for salesmen to show Macy's goods; the tremendous market Macy's offers the manufacturer prompts him to submit his liveliest "bargains" to the store—which helps him to keep plant operating.





WHERE DO I FIND WHAT I WANT AT MACY'S?

Here is a directory of the location of Macy merchandise:

A Abdominal Bands.....Bway Bldg 2nd fl
Absorene Cleaner.....Bway Bldg Base
Ace Corners.....Bway Bldg 5th fl
Accessory Shop.....Bway Bldg 2nd fl
Adaptors—for Lamps.....Bway Bldg 7th fl
Air Cushions for Invalids.....Bway Bldg St fl
Air Mattresses.....Bway Bldg 5th fl
Air Pillows for Traveling.....Bway Bldg 8th fl
Albums—Record.....Bway Bldg 5th fl
Aluminumware.....Bway Bldg Base
Anagrams.....Bway Bldg 5th fl
Andirons.....Bway Bldg Base
Anti-Freeze for Autos.....Bway Bldg Base
Anti Stick.....Bway Bldg 8th fl
Apron Frocks.....Bway Bldg 2nd fl
Aprons—Butchers.....7th Ave Bldg 2nd fl
Aprons—Children's.....Bway Bldg 4th fl
Aprons—Cooking.....Bway Bldg 4th fl
Aprons—Hoover & Kitchen.....Bway Bldg 2nd fl
Aprons—Bar.....7th Ave Bldg 2nd fl
Aprons—Rubber.....Bway Bldg St fl
Aprons—Toolmakers.....443-7th Ave
Aquariums.....Bway Bldg Base
Argentine Cloth.....Bway Bldg 6th fl
Art Gum.....Bway Bldg St fl & 5th fl
Artists' Materials.....Bway Bldg 5th fl
Ash Trays.....Bway Bldg 8th fl
Awnings.....Bway Bldg 7th fl
Awning Materials.....Bway Bldg 7th fl
Awning Rope.....Bway Bldg 7th fl

B Baby Carriages.....Bway Bldg 4th fl
Backgammon.....Bway Bldg 5th fl
Back Rests—Invalids.....Bway Bldg Base
Badminton Game.....Bway Bldg 5th fl
Bg Frames.....Bway Bldg 5th fl
Bakery.....Bway Bldg 8th fl
Banding—Rhinstone.....Bway Bldg St fl & 6th fl
Bands—for Linens.....Bway Bldg 7th fl
Barometers.....Bway Bldg 8th fl
Baseball Shoes.....Bway Bldg 5th fl
Baseball Suits.....7th Ave Bldg 5th fl &
7th Ave Bldg 2nd fl
Bassinetts.....Bway Bldg 4th fl
Bath Tubs—Rubber—Adults only.....Bway Bldg 5th fl
Bath Tubs—Baby.....Bway Bldg 4th fl
Bathing Apparel and Accessories.....Bway Bldg 3rd fl
Bathrobe Cords.....Bway Bldg St fl
Bathrobes—Boys.....7th Ave Bldg 4th fl
Bathrobes—Girls' and Children's.....Bway Bldg 4th fl
Bathrobes—Women's.....Bway Bldg 2nd fl
Bathroom Supplies.....Bway Bldg Base
Batik Paper.....Bway Bldg 5th fl
Bed and Reading Tray.....Bway Bldg Base
Bed Jackets and Socks.....Bway Bldg 2nd fl
Bedspreads.....Bway Bldg 7th fl
Beetle Ware.....Bway Bldg Base
Bellows.....Bway Bldg Base
Bell Pulls.....Bway Bldg 7th fl
Belts & Buckles—Boys.....7th Ave Bldg 4th fl
Belts and Buckles—Men's.....7th Ave Bldg St fl
Belts—Dress.....Bway Bldg St fl
Belts—Golf.....7th Ave Bldg 2nd fl
Belts for Riding Habits.....Bway Bldg 3rd fl
Belts—Sewing Machine.....Bway Bldg St fl
Benches—Piano and Radio.....Bway Bldg 9th fl
Bias Binding.....Bway Bldg St fl
Bibles.....Bway Bldg St fl

Bibs—Infants.....Bway Bldg 4th fl
Bibs for Uniforms.....Bway Bldg 2nd fl
Bicycle and Carrier-Wire.....Bway Bldg 5th fl
Bill Clips.....Bway Bldg St fl
Binoculars.....Bway Bldg 5th fl
Bird Cages & Bird Cage Covers.....Bway Bldg Base
Bird Food.....Bway Bldg Base
Birds—In Season.....Bway Bldg Base
Bitters.....Bway Bldg 8th fl
Black Boards.....7th Ave Bldg 5th fl
Blanket Covers.....Bway Bldg 6th fl
Blankets.....Bway Bldg 6th fl
Bloomers—Serge—Gym.....Bway Bldg 2nd fl
Blouses—Boys.....7th Ave Bldg 4th fl
Blouses—Girls.....Bway Bldg 4th fl
Blouses—Middy.....Bway Bldg 4th fl
Blouses—Misses' & Women's.....Bway Bldg 3rd fl
Bodice Tops.....Bway Bldg St fl
Bolster Roll.....Bway Bldg 7th fl
Bon Voyage Baskets.....Bway Bldg 8th fl
Books.....Bway Bldg St fl
Books—Baby.....Bway Bldg St fl & 4th fl
Book Ends.....Bway Bldg St fl & 8th fl
Book Prop.....Bway Bldg St fl
Boot Jacks and Hooks—Men's.....7th Ave Bldg 2nd fl
Boot Jacks & Hooks—Women's.....Bway Bldg 5th fl
Boot Socks.....7th Ave Bldg 2nd fl
Border for Child's Room.....Bway Bldg 8th fl
Boston Bags.....Bway Bldg 8th fl
Bottle Cappers.....Bway Bldg Base
Bottle Labels—Bathroom.....Bway Bldg St fl
Bottle Racks.....Bway Bldg Base
Bottle Sterilizer.....Bway Bldg Base & 4th fl
Bottle Warmer.....Bway Bldg Base & 4th fl
Boudoir Shop.....Bway Bldg 7th fl
Boudoir Slippers.....Bway Bldg 5th fl
Box Spring Covers.....Bway Bldg 6th fl
Boxes—Corrugated.....Bway Bldg St fl
Boxes Safety.....Bway Bldg St fl
Brass Ware.....Bway Bldg 8th fl
Brassiere Materials.....Bway Bldg 6th fl
Brassieres.....Bway Bldg 2nd fl
Bric A Brac.....Bway Bldg 8th fl
Brief Cases.....Bway Bldg St fl
Bristol Board.....Bway Bldg 5th fl
Buckles—Bridal.....Bway Bldg 5th fl
Buckram.....Bway Bldg 6th fl
Bugle—Scout.....Bway Bldg 5th fl
Bulbs—Electric.....Bway Bldg Base
Bungalow Aprons.....Bway Bldg 2nd fl
Burlap.....Bway Bldg 7th fl
Butlers Coats—Linen.....7th Ave Bldg 2nd fl
Button Moulds.....Bway Bldg St fl
Buttons.....Bway Bldg St fl

C Cabinets—Sewing.....Bway Bldg St fl &
Cable Cords.....Bway Bldg 9th fl
Cake Boxes—Wedding.....Bway Bldg St fl
Cake Decorations.....Bway Bldg 8th fl
Camel Bags.....7th Ave Bldg 7th fl
Cameras.....Bway Bldg 5th fl
Camp Chairs.....Bway Bldg 5th fl
Camp Equipment.....Bway Bldg 5th fl
Camphor—Gum.....Bway Bldg Base
Candelabras—Glass.....Bway Bldg 8th fl
Candies.....Bway Bldg St fl
Candles.....Bway Bldg 7th fl

Candles—Birthday Cake.....Bway Bldg 8th fl
 Candle Snuffers—Silver.....Bway Bldg St fl
 Candle Tapers.....Bway Bldg Base
 Candy Boxes—Glass.....Bway Bldg 8th fl
 Canes—Boys'.....Bway Bldg St fl
 Cane Ends—Rubber.....Bway Bldg Base
 Canterbury.....Bway Bldg 9th fl
 Canteens—Khaki Covers.....7th Ave Bldg 2nd fl
 Canvas—Artists'.....Bway Bldg 5th fl
 Canvas for Hooked Rugs.....Bway Bldg 5th fl
 Canvas—Tailors.....Bway Bldg 6th fl
 Cape Cod Lighters.....Bway Bldg Base
 Capes—Maids' and Nurses'.....Bway Bldg 2nd fl
 Carbon Paper.....Bway Bldg St fl
 Carbons for Lamps.....Bway Bldg Base
 Card Tables.....Bway Bldg 5th fl
 Card Table and Footstools.....Bway Bldg 9th fl
 Carpet Sweepers.....Bway Bldg Base
 Carpets.....7th Ave Bldg 7th fl
 Casement Cloth.....Bway Bldg 7th fl
 Castanets.....Bway Bldg 5th fl
 Castors for Furniture.....Bway Bldg Base
 Cedar Chests.....Bway Bldg 7th fl
 Cellarettes.....Bway Bldg 9th fl
 Cellar Games.....Bway Bldg 5th fl
 Cellophone.....Bway Bldg St fl
 Cement.....Bway Bldg Base
 Chains—for Autos.....Bway Bldg Base
 Chains—for Furs.....Bway Bldg St fl
 Chains—for Glasses.....Bway Bldg Base
 Chair Back Sets—Lace.....Bway Bldg 6th fl
 Chairs—Beach.....7th Ave Bldg 9th fl
 Chair Pads—Office.....Bway Bldg St fl
 Chair Seats—Kitchen.....Bway Bldg Base
 Chalk—Tailors.....Bway Bldg St fl
 Chamolli Jackets—Women's and Misses'.....Bway Bldg 3rd fl
 Charcoal—Drawing.....Bway Bldg 5th fl
 Charts—Nurses.....Bway Bldg St fl
 Chauffeurs' Clothing.....7th Ave Bldg 2nd fl
 Cheese Cloth.....Bway Bldg 6th fl
 Chefs Aprons and Caps.....7th Ave Bldg 2nd fl
 Chefs' Uniforms.....7th Ave Bldg 2nd fl
 Chemistry Sets.....7th Ave Bldg 5th fl
 Chests for Silver.....Bway Bldg Base
 Chimes—Door.....Bway Bldg Base
 Chimney Cleaner.....Bway Bldg Base
 Chin Straps.....Bway Bldg St fl
 China.....Bway Bldg 8th fl
 China Cement.....Bway Bldg 8th fl
 Chintzes.....Bway Bldg 7th fl
 Chop Holders.....Bway Bldg Base
 Cigarette Holders.....Bway Bldg St fl
 Cigarette Lighters—Electric.....Bway Bldg Base & Bway Bldg 8th fl
 Cigarette Lighter Fluid.....Bway Bldg 8th fl
 Cigarette Lighters—Pocket.....Bway Bldg St fl
 Clasps for Hair Ribbon.....Bway Bldg 6th fl
 Clay—for Modeling.....Bway Bldg 5th fl
 Cleaning Fluids.....Bway Bldg St fl
 Clinical Thermometers.....Bway Bldg St fl
 Cigarettes—Cartons and Tins.....Bway Bldg Base
 Clocks.....Bway Bldg 8th fl
 Clocks—Automobile.....Bway Bldg Base
 Clocks—Kitchen.....Bway Bldg Base
 Clocks—Golf.....Bway Bldg 5th fl
 Clorax—Bleaching.....Bway Bldg 8th fl
 Closet Accessories.....Bway Bldg 7th fl & Bway Bldg Base
 Closets—Broom.....Bway Bldg Base
 Closet Shop.....Bway Bldg 7th fl
 Clothes Dryer—Outdoor.....Bway Bldg Base
 Clothing Boys.....7th Ave Bldg 4th fl

Clothing Men's.....7th Ave Bldg 2nd fl
 Cloths—Stainless.....Bway Bldg Base
 Coats Girls.....Bway Bldg 4th fl
 Coats Infants.....Bway Bldg 4th fl
 Coats Junior Deb.....Bway Bldg 4th fl
 Coats Misses Better.....Bway Bldg 3rd fl
 Coats—Nurses'.....Bway Bldg 2nd fl
 Coats Women's Better.....Bway Bldg 3rd fl
 Coats Women's & Misses—Lower priced.....7th Ave Bldg 3rd fl
 Coats Women's Sport.....Bway Bldg 3rd fl
 Coffee Tables.....Bway Bldg 9th fl
 Collars & Cuffs—Maids.....Bway Bldg 2nd fl
 Colored Card Board.....Bway Bldg 5th fl
 Comb and Brush Sets—Sterling.....Bway Bldg St fl
 Comfortables and Blankets.....Bway Bldg 6th fl
 Commodities.....Bway Bldg Base
 Compasses for Drawing.....Bway Bldg 5th fl
 Coolie Coats.....Bway Bldg 2nd fl
 Cord and Twine.....Bway Bldg Base
 Corks—Vacuum Bottles.....Bway Bldg Base
 Corner Shop.....Bway Bldg 9th fl
 Cornices—Window.....Bway Bldg 7th fl
 Corsets.....Bway Bldg 2nd fl
 Corset Materials.....Bway Bldg 6th fl
 Corset Push—Narrow.....Bway Bldg St fl
 Corsets—Surgical.....Bway Bldg 2nd fl
 Costumes—Masquerade.....7th Ave Bldg 5th fl
 Cots—Army.....Bway Bldg 5th fl
 Cotton Batting.....Bway Bldg 6th fl
 Cotton Dress Fabrics.....Bway Bldg 6th fl
 Cotton Shop.....Bway Bldg 2nd fl
 Cotton Underwear.....Bway Bldg 2nd fl
 Couch Covers.....Bway Bldg 7th fl
 Crepe Paper.....Bway Bldg St fl
 Cribs—Infants.....Bway Bldg 4th fl
 Cretonnes.....Bway Bldg 7th fl
 Crinoline.....Bway Bldg 6th fl
 Crockery and Glassware Kitchen.....Bway Bldg Base & 8th fl
 Crocks—Earthenware.....Bway Bldg Base
 Crops—Men's Riding.....7th Ave Bldg 2nd fl
 Crystal Trees.....Bway Bldg 8th fl
 Cuffs for Office.....Bway Bldg St fl
 Curtain Materials.....Bway Bldg 7th fl
 Curtain Stretcher.....Bway Bldg Base
 Curtains.....Bway Bldg 7th fl
 Cushions.....Bway Bldg 7th fl
 Cushions—Auto.....Bway Bldg 7th fl
 Cutlery—Kitchen.....Bway Bldg Base
 Cyclometers.....Bway Bldg 5th fl
 Dancing Skirts & Shorts.....Bway Bldg 2nd fl
 Dark Room Bulbs.....Bway Bldg 5th fl
 Decalcomania.....Bway Bldg Base
 Decorative Accessories.....Bway Bldg 8th fl
 Delicatessen.....Bway Bldg 8th fl
 Denatured Alcohol.....Bway Bldg Base
 Dental Floss.....Bway Bldg St fl
 Desk Sets.....Bway Bldg St fl
 Dextro Maltose.....Bway Bldg St fl
 Diamonds and Fine Jewelry.....Bway Bldg St fl
 Diaper Material 10 yd pieces.....Bway Bldg 6th fl
 Diapers.....Bway Bldg 4th fl
 Dinner Gongs.....Bway Bldg 8th fl
 Disinfectants.....Bway Bldg Base
 Divan Ends.....7th Ave Bldg 9th fl
 Doctors' Coats.....7th Ave Bldg 2nd fl
 Dog Food.....Bway Bldg 8th fl
 Dog Medicine and Accessories.....Bway Bldg 5th fl
 Dolls—Boudoir Dressed.....Bway Bldg 7th fl
 Domestic Rugs.....7th Ave Bldg 7th fl
 Door Knockers.....Bway Bldg Base

Door Plates—Glass. Bway Bldg Base
 Door Stops. Bway Bldg Base
 Draftsman's Instruments. Bway Bldg 5th fl
 Dress Forms. Bway Bldg St fl
 Dresser Sets. Bway Bldg St fl
 Dresses Girls. Bway Bldg 4th fl
 Dresses Infants' and Children's. Bway Bldg 4th fl
 Dresses Suits and Coats Jr Debs. Bway Bldg 4th fl
 Dresses Suits and Coats Women's. Bway Bldg 3rd fl
 Dresses Women's and Misses' Better. Bway Bldg 3rd fl
 Dresses—Women's and Misses' Lower Priced

7th Ave Bldg 3rd fl
 Dressing Cases. Bway Bldg 8th fl
 Dressing Tables—Draped. Bway Bldg 7th fl
 Dressing Tables—Skirts. Bway Bldg 7th fl
 Dressmaker's Table. Bway Bldg Base
 Drinking Cups—Paper. Bway Bldg Base
 Drugs. Bway Bldg St fl
 Druggets. 7th Ave Bldg 7th fl
 Dry Batteries. Bway Bldg Base
 Dryers—Hair. Bway Bldg Base
 Dryers—Indoor & Outdoor. Bway Bldg Base
 Duffle Bags. Bway Bldg 5th fl
 Duplex Rulers. Bway Bldg 5th fl
 Dusting Caps. Bway Bldg 2nd fl
 Duvelyn Cloth. Bway Bldg 6th fl
 Dyes—Shoes. Bway Bldg St fl

E Ear Conformers. Bway Bldg 4th fl
 Ear Ease—for Eyeglasses. Bway Bldg Balcony
 Easels. Bway Bldg 5th fl
 Easels for Plates. Bway Bldg Base
 Edco Deodorizer. Bway Bldg St fl
 Egg Crates. Bway Bldg Base
 Electrical Equipment and Sewing Machines

Bway Bldg Base
 Exercise Mats. Bway Bldg 5th fl
 Eye Shades—office. Bway Bldg St fl

F Fagotting. Bway Bldg 6th fl
 Fans. Bway Bldg St fl
 Favors. Bway Bldg 5th fl
 Feathers—by the pound. 7th Ave Bldg 9th fl
 Felt—Colored. Bway Bldg 7th fl
 Fencing Foils. Bway Bldg 5th fl
 Fern Stands. Bway Bldg Base
 Filing Cabinets. Bway Bldg St fl
 Films. Bway Bldg 5th fl
 Filter Paper for Coffee. Bway Bldg Base
 Filter Paper for Drugs. Bway Bldg St fl
 Finalials for Lamps. Bway Bldg 7th fl
 Fire Extinguisher. Bway Bldg Base
 Fire Grates—Camp. Bway Bldg 5th fl
 Fire Place Fixtures. Bway Bldg Base
 Flag Bunting. Bway Bldg 6th fl
 Flag Poles. 7th Ave Bldg 5th fl
 Flags. 7th Ave Bldg 5th fl
 Flashlights. Bway Bldg Base & Bway Bldg 5th fl
 Flints—for Lighters. Bway Bldg 8th fl
 Flower Blocks—Glass. Bway Bldg 8th fl
 Flowers—Decorative. Bway Bldg 8th fl
 Flowers—Dress. Bway Bldg St fl
 Flowers and Feathers. Bway Bldg 2nd fl
 Foot Muffs. Bway Bldg 6th fl
 Foot Scraper. Bway Bldg Base
 Foot Stools and Card Tables. Bway Bldg 9th fl
 Frames. Bway Bldg 8th fl
 Frames—Hooked Rug. Bway Bldg 5th fl
 Frames—Quilting. Bway Bldg Base &
 Bway Bldg 5th fl
 Fringe—Rug. Bway Bldg 7th fl
 Fringes—Lamp Shades. Bway Bldg 7th fl
 Frogs for Pajamas. Bway Bldg St fl

Fur Storage. 7th Ave Bldg 4th fl
 Fur Trimmings. Bway Bldg 6th fl
 Fur Fabrics. Bway Bldg 6th fl
 Furs. Bway Bldg 3rd fl
 Furnishings—Boys. 7th Ave Bldg 4th fl
 Furnishings—Men's. 7th Ave Bldg St fl
 Furniture. 9th fl
 Furniture Handles. Bway Bldg Base
 Furniture—Kitchen. Bway Bldg Base
 Furniture—Lawn & Garden. 7th Ave Bldg 9th fl
 Furniture—Unfinished. Bway Bldg 9th fl

G Games Adult. Bway Bldg 5th fl
 Garden & Lawn Furniture. 7th Ave Bldg 9th fl
 Garment Bags. Bway Bldg Base & Bway Bldg 7th fl
 Garters—Children's. Bway Bldg St fl
 Garters—Mens. 7th Ave Bldg St fl
 Gilets. Bway Bldg St fl
 Girandoles. Bway Bldg 7th fl & Bway Bldg 9th fl
 Glass Plateau's. Bway Bldg 8th fl
 Glasses—Driving. Bway Bldg 5th fl
 Glasses—Field. Bway Bldg 5th fl
 Glasses—Opera. Bway Bldg St fl
 Glasses—Lawn-Ray. Bway Bldg 5th fl
 Glassware. Bway Bldg 8th fl
 Glassware—Kitchen. Bway Bldg Base & 8th fl
 Globes—World. Bway Bldg St fl
 Glove Dryers. Bway Bldg St fl
 Glove Stretchers. Bway Bldg St fl
 Gloves—Men's. 7th Ave Bldg St fl
 Gloves—Rubber. Bway Bldg St fl
 Gloves—Women's and Children's. Bway Bldg St fl
 Gloves—Women's Riding. Bway Bldg 3rd fl
 Gloves—Working. Bway Bldg Base
 Glue for Airplanes. 7th Ave Bldg 5th fl
 Goggles—Aviators. Bway Bldg 5th fl
 Golf Tees. Bway Bldg 5th fl
 Groceries. Bway Bldg 8th fl
 Grommets—for Shower Curtains. Bway Bldg 6th fl

H Hair Clippers. Bway Bldg St fl
 Hammock Chains. Bway Bldg Base
 Hammocks—Knit. Bway Bldg Base
 Hand Luggage & Trunks. Bway Bldg 8th fl
 Handbags. Bway Bldg St fl
 Handkerchiefs—Boys'. Bway Bldg St fl
 Handkerchiefs—Mens'. 7th Ave Bldg St fl
 Handkerchiefs Squares. Bway Bldg 6th fl
 Handkerchiefs—Women's. Bway Bldg St fl
 Hardware. Bway Bldg Base
 Haulsocks. Bway Bldg 7th fl
 Hats—Boys. 7th Ave Bldg 4th fl
 Hats—Chauffeurs. 7th Ave Bldg 2nd fl
 Hats—Girls. Bway Bldg 4th fl
 Hats—Infants. Bway Bldg 4th fl
 Hats—Men's. 7th Ave. Bldg 2nd fl
 Hats—Riding—Women's. Bway Bldg 3rd fl
 Hats—Trimmed. Bway Bldg 2nd fl
 Heating Pads. Bway Bldg Base
 Hectograph. Bway Bldg St fl
 Hem Guards. Bway Bldg St fl
 Hoops—Embroidery. Bway Bldg 5th fl
 Hose Dryers. Bway Bldg St fl
 Hose—Garden. Bway Bldg Base
 Hosiery—Children's. Bway Bldg 4th fl
 Hosiery—Men's. 7th Ave Bldg St fl
 Hosiery—Women's. Bway Bldg St fl
 Hospital Nightgowns. Bway Bldg 2nd fl
 Hot Water Bottle—Aluminum. Bway Bldg St fl
 Housefurnishings. Bway Bldg Base
 Humidifiers. Bway Bldg Base
 Humidors. Bway Bldg 8th fl

I Ice Bags—Small.....Bway Bldg St fl
Ice Blanket—Small.....Bway Bldg Base
Identification tag and chain.....Bway Bldg St fl
India Ink.....Bway Bldg 5th fl
India Prints.....Bway Bldg 7th fl
Indian Suits—Play.....7th Ave Bldg 5th fl
Infants' Furniture.....Bway Bldg 4th fl
Infants' Haberdashery.....Bway Bldg 4th fl
Insulin.....Bway Bldg St fl
Invalid's Chair.....7th Ave Bldg 9th fl
Ironing Boards.....Bway Bldg Base

J Jar Rings.....Bway Bldg Base
Jardinieres.....Bway Bldg Base
Jelly Bags.....Bway Bldg Base
Jewel Cases.....Bway Bldg 8th fl
Jewelry—Fine—and Diamonds.....Bway Bldg St fl
Jewelry Repair.....Bway Bldg Base
Jig-Saw—Electric.....Bway Bldg Base
Junior Deb Shop.....Bway Bldg 4th fl

K Kalak Water.....Bway Bldg 8th fl
Kapok—by the pound.....7th Ave Bldg 9th fl
Kennel Shop.....Bway Bldg 5th fl
Keys—Made to Order.....Bway Bldg Base
Khaki Cloth.....Bway Bldg 6th fl
Kiddy Caps.....Bway Bldg 4th fl
Knee Coats—Baseball.....Bway Bldg 5th fl
Kneeling Pads—Rubber.....Bway Bldg Base

L Labels—Paper.....Bway Bldg St fl
Laboratory Coats.....7th Ave Bldg 2nd fl
Lace Footing.....Bway Bldg 6th fl
Lace Inserts.....Bway Bldg 6th fl
Laces.....Bway Bldg 6th fl
Lacto Dextrine.....Bway Bldg 8th fl
Lactogen.....Bway Bldg St fl
Lambs Wool.....Bway Bldg 6th fl
Lamp Chimneys.....Bway Bldg 7th fl
Lamp Shade Covers.....Bway Bldg 7th fl
Lamps.....Bway Bldg 7th fl
Lanterns—Oil.....Bway Bldg 5th fl
Laundry Bags.....Bway Bldg Base &
Bway Bldg 7th fl

Laundry Mailing Cases

Bway Bldg Base & Bway Bldg 8th fl
Lawn Swings.....7th Ave Bldg 5th fl
Lazy Susan Trays.....Bway Bldg 9th fl
Leather Goods—Small.....Bway Bldg 8th fl
Leather—Real and Leatherette.....Bway Bldg 7th fl
Lighting Accessories.....Bway Bldg 7th fl
Linen—Airplane.....Bway Bldg 6th fl
Linen Closets.....Bway Bldg Base
Linen for Sheets and Cases up to 72 in
Bway Bldg 6th fl
Linens.....Bway Bldg 6th fl
Lingerie—Little Shop.....Bway Bldg 2nd fl
Linings.....Bway Bldg 6th fl
Linoleum Binding.....Bway Bldg Base
Linoleum Tools.....Bway Bldg 5th fl
Linoleums.....7th Ave Bldg 7th fl
Little Shop.....Bway Bldg 2nd fl
Little Sister Shop.....Bway Bldg 4th fl
Looms—Weaving.....Bway Bldg 5th fl
Lorgnettes and Oxfords.....Bway Bldg Base
Lounging and Writing Room.....7th Ave Bldg 6th fl
Luggage Carrier for side of Car.....Bway Bldg Base
Luggage Handles.....Bway Bldg 8th fl
Luggage Straps.....Bway Bldg 8th fl
Lunch Boxes with Vacuum Bottle.....Bway Bldg Base

M Macy Gallery.....Bway Bldg 8th fl
Magazine Racks.....Bway Bldg Base & 7th fl
Maid's & Nurses' Uniforms.....Bway Bldg 2nd fl

Mail Boxes.....Bway Bldg Base
Major's Cement.....Bway Bldg Base
Manuscript Paper.....Bway Bldg 5th fl
Maps—Wall.....Bway Bldg St fl & 8th fl
Marabou Trimming.....Bway Bldg St fl
Marine Glasses.....Bway Bldg 5th fl
Marker for Linens.....Bway Bldg St fl
Masks of China.....Bway Bldg 8th fl
Masks—Costume.....7th Ave Bldg 5th fl
Maternity Apparel.....Bway Bldg 3rd fl
Mats—Cocoa.....7th Ave Bldg 7th fl
Mats—Rubber.....7th Ave Bldg 7th fl
Mattress Cord.....Bway Bldg 7th fl
Mattress Covers.....Bway Bldg 6th fl
Measuring Glasses.....Bway Bldg Base
Medicine Cabinets.....Bway Bldg Base
Megaphones.....Bway Bldg 5th fl
Metallic Cloth.....Bway Bldg 6th fl
Metronomes.....Bway Bldg 5th fl
Microscopes.....Bway Bldg 5th fl
Millinery.....Bway Bldg 2nd fl
Mineral Waters.....Bway Bldg 8th fl
Mirror Cords.....Bway Bldg 7th fl
Mirrors.....Bway Bldg 9th fl
Mirrors—Shaving

Bway Bldg Street fl & Bway Bldg Base
Moleskin Cloth—Narrow.....Bway Bldg St fl
Money Belts.....Bway Bldg 8th fl
Monks' Cloth.....Bway Bldg 7th fl
Mosquito Canopy—Beds.....Bway Bldg 7th fl
Mosquito Canopy Carriage and Crib.....Bway Bldg 4th fl
Moth Preventives.....Bway Bldg Base
Motion Picture Films.....Bway Bldg 5th fl
Motion Picture Projectors.....Bway Bldg 5th fl
Motor Robes.....Bway Bldg 6th fl
Mourning Crepe Black and White.....Bway Bldg 6th fl
Muff Forms.....7th Ave Bldg 3rd fl
Muffin Stand.....Bway Bldg 9th fl
Murphy's Oil Soap.....Bway Bldg Base
Music Cases.....Bway Bldg St fl
Music Sheet.....Bway Bldg 5th fl
Music Stands.....Bway Bldg 5th fl
Musical Instruments.....Bway Bldg 5th fl
Muslin De Soie.....Bway Bldg 6th fl

N Nail Clippers.....Bway Bldg St fl
Neckwear—Women's.....Bway Bldg St fl
Neatsfoot Oil.....Bway Bldg Base
Needle Threader for Hooked Rugs.....Bway Bldg 5th fl
Needlecraft.....Bway Bldg 5th fl
Negligees and Bathrobes.....Bway Bldg 2nd fl
Nicotine Remover.....Bway Bldg St fl
Notions.....Bway Bldg St fl
Novelty Jewelry.....Bway Bldg St fl
Nursery Furniture.....Bway Bldg 4th fl
Nurses' & Maids' Uniforms.....Bway Bldg 2nd fl

O Oil Silk.....Bway Bldg 6th fl
Oil Stove Wicks.....Bway Bldg Base
Oilcloth Table.....Bway Bldg Base
Optical Goods.....Bway Bldg Base
Oriental Rugs.....7th Ave Bldg 7th fl
Ottomans.....Bway Bldg 9th fl
Ovaltime.....Bway Bldg 8th fl
Overalls—Mens.....443 7th Avenue
Overalls—Women's.....Bway Bldg 2nd fl
Overnight Bags.....Bway Bldg 8th fl
Ozite—Rug Pad.....7th Ave Bldg 7th fl

P Pads—For Piano Benches.....Bway Bldg 7th fl
Padlocks.....Bway Bldg Base
Paint—Canoe.....Bway Bldg 5th fl
Paints.....Bway Bldg Base
Pajamas & Shirts—Men's.....7th Ave Bldg St fl

Paper Patterns.....Bway Bldg 6th fl
 Paper Plates and Novelties.....Bway Bldg Base
 Paper—Wall.....Bway Bldg 7th fl
 Parchment Paper.....Bway Bldg 5th fl
 Parchment Shades—Undecorated.....Bway Bldg 5th fl
 Party Shop.....Bway Bldg 8th fl
 Passe Partout.....Bway Bldg 5th fl
 Pat a Par Cooking Paper.....Bway Bldg Base
 Patching Paste.....Bway Bldg St fl
 Pennants.....Bway Bldg 5th fl
 Permatex.....Bway Bldg 7th fl
 Petticoats and Slips.....Bway Bldg 2nd fl
 Pewter.....Bway Bldg Base
 Pewter Polish.....Bway Bldg Base & St fl
 Phonographs and Radios.....Bway Bldg 5th fl
 Photo Supplies.....Bway Bldg 5th fl
 Photograph Albums.....Bway Bldg 5th fl
 Picnic Kits—Fitted.....Bway Bldg 8th fl
 Picnic Tables.....Bway Bldg Base
 Picture Albums.....Bway Bldg St fl & 5th fl
 Pictures.....Bway Bldg 8th fl
 Pictures—Macy Gallery.....Bway Bldg 8th fl
 Pillow Cases and Sheets.....Bway Bldg 6th fl
 Pillows—Bed.....7th Ave Bldg 9th fl
 Pillow Ticks.....Bway Bldg 6th fl
 Pinking Scissors.....Bway Bldg St fl
 Pins for Shower Curtains.....Bway Bldg Base
 Pipes—Smoking.....7th Ave Bldg St fl
 Plaques—Wall.....Bway Bldg 8th fl
 Plastic Wood.....Bway Bldg Base
 Pluto Water.....Bway Bldg St fl
 Ponchos.....7th Ave Bldg 2nd fl
 Popcorn Popper.....Bway Bldg Base
 Portable Bars.....Bway Bldg 9th fl
 Portfolio's—Artist.....Bway Bldg 5th fl
 Postal Scale.....Bway Bldg St fl
 Pot Holders.....Bway Bldg Base & 6th fl
 Powder Boxes—Musical.....Bway Bldg St fl
 Power Tools—Electric.....Bway Bldg Base
 Punch Bowls.....Bway Bldg 8th fl
 Puttee's—Up to size 2 only.....Bway Bldg 4th fl
 Puzzles.....Bway Bldg 5th fl
 Pyrene Fillers.....Bway Bldg Base
 Pyrene Fire Extinguisher.....Bway Bldg Base
 Pyrex Cooking Ware.....Bway Bldg Base

Q Questionnaire—Electric.....7th Ave Bldg 5th fl
 Quilts and Quilting.....Bway Bldg 6th fl

R Radiator Covers.....Bway Bldg Base
 Radiator Shields—Auto.....Bway Bldg Base
 Radio Accessories and Service.....Bway Bldg 5th fl
 Radios & Phonographs.....Bway Bldg 5th fl
 Radia.....Bway Bldg 5th fl
 Rat Traps.....Bway Bldg Base
 Razors—Electric.....Bway Bldg St fl
 Recipe Cabinets.....Bway Bldg St fl
 Record Albums.....Bway Bldg 5th fl
 Records—Phonograph.....Bway Bldg 5th fl
 Reducer—Health.....Bway Bldg 5th fl
 Reducing Machines.....Bway Bldg 5th fl
 Reels for Glasses.....Bway Bldg Base
 Reflectors—for Autos.....Bway Bldg Base
 Refrigerators.....Bway Bldg Base
 Rent Signs.....Bway Bldg Base
 Restaurant.....7th Ave Bldg 6th fl
 Ribbon Novelties.....Bway Bldg St fl
 Ribbons.....Bway Bldg 6th fl
 Riding and Hunt Shop.....7th Ave Bldg 2nd fl
 Riding Room.....Bway Bldg 3rd fl
 Road Maps.....Bway Bldg St fl
 Robes—Men's.....7th Ave Bldg 2nd fl
 Rods and Spears for Draperies.....Bway Bldg 7th fl

Roller for Towels.....Bway Bldg Base
 Rompers—Rehearsal.....Bway Bldg 2nd fl
 Rosary Beads.....Bway Bldg St fl
 Roulette Wheels.....Bway Bldg 5th fl
 Rubber Stockings.....Bway Bldg St fl
 Rubberized Materials.....Bway Bldg 6th fl
 Rubbish Burners.....Bway Bldg Base
 Rug Anchor to prevent Rug from
 Slipping.....7th Ave Bldg 7th fl
 Rug Shop.....7th Ave Bldg 7th fl
 Rugs Domestic.....7th Ave Bldg 7th fl
 Rugs Oriental.....7th Ave Bldg 7th fl

S Saccharine Sugar.....Bway Bldg St fl
 Saddle Soap.....Bway Bldg St fl &
 7th Ave Bldg 2nd fl
 Safety Straps—Infant's.....Bway Bldg 4th fl
 Sail Cloth.....Bway Bldg 7th fl
 Samovars.....Bway Bldg 9th fl
 Sand Boxes.....7th Ave Bldg 5th fl
 Sand Paper.....Bway Bldg Base
 Scales—Bath Room and Culinary.....Bway Bldg Base
 Scales—Infants.....Bway Bldg 4th fl
 Scarfs—Leather and Tapestry.....Bway Bldg 7th fl
 Scout Knives.....Bway Bldg 5th fl
 Screens—Bamboo Porch.....Bway Bldg 7th fl
 Screens—Folding Floor.....Bway Bldg 7th fl
 Screens—Window.....Bway Bldg Base
 Sea Salt.....Bway Bldg St fl
 Sealing Wax.....Bway Bldg St fl
 Seat Covers—Auto Straw.....Bway Bldg 7th fl
 Sewing Machines.....Bway Bldg Base
 Sheet Wadding.....Bway Bldg 6th fl
 Sheets and Pillow Cases.....Bway Bldg 6th fl
 Sheffield Plate.....Bway Bldg 9th fl
 Shelf Paper.....Bway Bldg Base
 Shelving—Chintz and Silk.....Bway Bldg 7th fl
 Shelving—Oilcloth.....Bway Bldg Base
 Shirt Waist Boxes.....Bway Bldg 7th fl
 Shirts & Pajamas—Men's.....7th Ave Bldg St fl
 Shirts—Riding—Women's.....Bway Bldg 3rd fl
 Shoe Accessories—Children's.....Bway Bldg 4th fl
 Shoe Buckles.....Bway Bldg 5th fl
 Shoe Cabinets.....Bway Bldg 7th fl
 Shoe Polishers.....Bway Bldg St fl
 Shoe Stretchers.....Bway Bldg St fl
 Shoe Trees.....Bway Bldg St fl
 Shoes—Boys.....Bway Bldg 4th fl
 Shoes—Girls.....Bway Bldg 4th fl
 Shoes—Men's.....7th Ave Bldg 2nd fl
 Shoes—Women's.....Bway Bldg 5th fl
 Shoes—Women's \$1.98 & \$2.29.....7th Ave Bldg 3rd fl
 Shoes—Women's Lower Priced.....Branch Store 34th St
 Shower Curtains.....Bway Bldg Base
 Shuffle Boards.....Bway Bldg 5th fl
 Silks—Colored and Black.....Bway Bldg 6th fl
 Silverware.....Bway Bldg St fl
 Simonize for Autos.....Bway Bldg Base
 Skates—Roller.....7th Ave Bldg 5th fl
 Skirt Markers.....Bway Bldg St fl
 Skirts—Girls' and Juniors'.....Bway Bldg 4th fl
 Skirts—Womens and Misses.....Bway Bldg 3rd fl
 Sleeping Garment—Outdoor.....Bway Bldg 5th fl
 Sleeves—Ready Made.....Bway Bldg St fl
 Slendalme Dresses.....Bway Bldg 3rd fl
 Slide Rules.....Bway Bldg 5th fl
 Slides—Playground.....7th Ave Bldg 5th fl
 Slip Cover Material—Auto.....Bway Bldg 7th fl
 Slip Covers—Auto.....Bway Bldg 7th fl
 Slip Covers—Furniture.....Bway Bldg 7th fl
 Slipper Soles.....Bway Bldg 5th fl
 Slippers Men's.....7th Ave Bldg 2nd fl
 Slips & Petticoats.....Bway Bldg 2nd fl

Small Domestic Rugs.....7th Ave Bldg 7th fl
 Smocks.....Bway Bldg 2nd fl
 Smocks—Artists.....Bway Bldg 5th fl
 Smokers Accessories.....Bway Bldg 8th fl
 Smoking Jackets.....7th Ave Bldg 2nd fl
 Smoking Stands.....Bway Bldg Base
 Soaps—Laundry.....Bway Bldg 8th fl
 Sparklets for charging water.....Bway Bldg Base
 Sporting Goods.....Bway Bldg 5th fl
 Sportswear Girls and Juniors.....Bway Bldg 4th fl
 Sportswear Mens.....7th Ave Bldg 2nd fl
 Sportswear Womens and Misses.....Bway Bldg 3rd fl
 Spurs—Men's.....7th Ave Bldg 2nd fl
 Spurs—Women's.....Bway Bldg 3rd fl
 Stair Treads.....Bway Bldg Base & 7th Ave Bldg 7th fl
 Stamens for Making Flowers.....Bway Bldg St fl
 Stamp Albums.....Bway Bldg St fl
 Stamps for Stamp Albums.....Bway Bldg St fl
 Stationery Commercial.....Bway Bldg St fl
 Stationery Social.....Bway Bldg St fl
 Steamer Rugs.....Bway Bldg 6th fl
 Sterno—Canned Heat.....Bway Bldg Base
 Stoneware.....7th Ave Bldg 9th fl
 Stud Boxes.....Bway Bldg 8th fl
 Suits Dresses and Coats Jr Deb.....Bway Bldg 4th fl
 Suits Womens and Misses.....Bway Bldg 3rd fl
 Sunbonnets.....Bway Bldg 2nd fl
 Sun Dials.....7th Ave Bldg 9th fl
 Sun-Ray Lamps.....Bway Bldg Base
 Swansdown.....Bway Bldg St fl
 Sweat Shirts—Boys'.....7th Ave Bldg 4th fl
 Sweat Shirts—Men's.....7th Ave Bldg 2nd fl
 Sweater Stretcher.....Bway Bldg Base
 Sweaters—Boys'.....7th Ave Bldg 4th fl
 Sweaters—Men's.....7th Ave Bldg St fl
 Sweaters Women's and Misses'.....Bway Bldg 3rd fl

T Table Felt by the Yard—White only

Table Mats—Hooked Rug Designs.....Bway Bldg 6th fl
 Table Pads.....Bway Bldg 7th fl
 Table Stand for Newspapers only.....Bway Bldg St fl
 Tables—Ping Pong.....Bway Bldg 5th fl
 Tapestry Room.....Bway Bldg 7th fl
 Taps for Dancing.....Bway Bldg 4th fl
 Tarlatan.....Bway Bldg 6th fl
 Teakwood Lamp Bases.....Bway Bldg 8th fl
 Teakwood Stands.....Bway Bldg 8th fl
 Tea Pots—China.....Bway Bldg 8th fl
 Tea Pots—Earthenware.....Bway Bldg Base
 Tea Room.....Bway Bldg Base
 Tennis Shoes—Women's.....Bway Bldg 5th fl
 Tents—Play.....7th Ave Bldg 5th fl
 Theatrical Gauze.....Bway Bldg 7th fl
 Thermometers—Indoor and Outdoor.....Bway Bldg Base
 Thermometers—Clinical.....Bway Bldg St fl
 Ticking by the Yard.....Bway Bldg 6th fl
 Tie Backs—Curtains and Drapery.....Bway Bldg 7th fl
 Tie Backs for Shower Curtains—Rubber.....Bway Bldg Base

Tie Presser.....Bway Bldg Base
 Ties.....7th Ave Bldg St fl
 Ties Middy.....Bway Bldg 4th fl
 Tintex.....Bway Bldg St fl
 Tire Fluid—Neverleak.....Bway Bldg 5th fl
 Tire Tape.....Bway Bldg 5th fl
 Tires—Bicycle.....Bway Bldg 5th fl
 Tobacco.....7th Ave Bldg St fl
 Tobacco Pouch—Oil Silk.....7th Ave Bldg St fl
 Toilet Seat Covers.....Bway Bldg 6th fl
 Toilet Seats.....Bway Bldg Base
 Toilet Seats—Infants'.....Bway Bldg 4th fl
 Tool Chests.....Bway Bldg Base

Tools for Tooling Leather.....Bway Bldg 5th fl
 Tooth Picks—Quill.....Bway Bldg St fl
 Tourist Cases.....Bway Bldg 8th fl
 Towels and Toweling.....Bway Bldg 6th fl
 Toys.....Bway Bldg 5th fl
 Tracing Paper.....Bway Bldg 5th fl
 Trays.....Bway Bldg Base
 Trunks & Hand Luggage.....Bway Bldg 8th fl
 Typewriter Keys Rubber Initial.....Bway Bldg St fl
 Typewriters.....Bway Bldg St fl

U Ukeles.....Bway Bldg 5th fl
 Umbrella Stands.....Bway Bldg Base
 Umbrellas—Men's.....Bway Bldg St fl
 Umbrellas—Women's.....Bway Bldg St fl
 Unbleached Muslin.....Bway Bldg 6th fl
 Underwear Boys.....7th Ave Bldg 4th fl
 Underwear Cotton.....Bway Bldg 2nd fl
 Underwear Mens.....Bway Bldg St fl
 Underwear Misses and Childrens.....Bway Bldg 4th fl
 Underwear Rayon.....Bway Bldg 2nd fl
 Underwear Women's Knit.....Bway Bldg 2nd fl
 Underwear Women's Silk.....Bway Bldg 2nd fl
 Untrimmed Hats.....Bway Bldg 2nd fl
 Upholster Fabrics.....Bway Bldg 7th fl
 Upholstery Mfg Orders Complaints.....Bway Bldg 7th fl
 Upholstery Sundries.....Bway Bldg 7th fl
 Upholstery Trimmings.....Bway Bldg 7th fl

V Vacuum Bottles.....Bway Bldg Base
 Vacuum Cleaners.....Bway Bldg Base
 Vamp Eez.....Bway Bldg St fl
 Veiling—Nuns.....Bway Bldg 6th fl
 Veilings.....Bway Bldg 2nd fl
 Veils—Bridal.....Bway Bldg 6th fl
 Veils—Communion.....Bway Bldg 6th fl
 Veils—Mourning.....Bway Bldg 2nd fl
 Veils—Nurses'.....Bway Bldg 2nd fl
 Venetian Blinds.....Bway Bldg 7th fl
 Vigil Lights.....Bway Bldg 7th fl
 Violet Ray Machine.....Bway Bldg Base
 Visitor's Bureau.....7th Ave. Bldg. St. fl
 Vitavase.....Bway Bldg St fl
 Vitrophone.....Bway Bldg 9th fl

W Wagons—Tea.....Bway Bldg 9th fl
 Wall Pockets.....Bway Bldg 8th fl
 Walkers—Baby.....7th Ave Bldg 5th fl
 Washer—Unde.....Bway Bldg Base
 Watches.....Bway Bldg St fl
 Water Coolers.....Bway Bldg Base
 Weather Vanes.....Bway Bldg Base
 Wedding Cake Boxes and Ornaments.....Bway Bldg 8th fl
 Wheel Goods and Bulk Toys.....7th Ave Bldg 5th fl
 Window Shades.....Bway Bldg 7th fl
 Wire Cloth.....Bway Bldg Base
 Wire—Millinery.....Bway Bldg St fl
 Wire—Picture.....Bway Bldg Base
 Wireware.....Bway Bldg Base
 Wood Baskets—Canvas.....Bway Bldg Base
 Wood Burning Outfits.....7th Ave Bldg 5th fl & Bway Bldg 5th fl

Wool Interlining.....Bway Bldg 6th fl
 Woolen Dress Goods.....Bway Bldg 6th fl
 Work Clothes and Shoes.....443 7th Ave
 Woven Name Tapes.....Bway Bldg St fl
 Wrapping Paper.....Bway Bldg Base
 Wrist Watch Bands.....Bway Bldg St fl

Y Yard Sticks.....Bway Bldg Base & Bway Bldg St fl
 Yarns.....Bway Bldg 5th fl
 Yokes—Laces.....Bway Bldg 6th fl
 Young Men's Clothing Shop.....7th Ave Bldg 2nd fl

Z Zippers.....Bway Bldg St fl

